MARCH 28, 1949

PRICE 25 CENTS

BROADCASTING

The Newsweekly of Radio and Television

TELECASTI

TECHNOLOGY DEPT
DETROIT PUBLIC LIBRY
DETROIT ...

APR - 1 1949
DETROIT

the strangest thin

but WOR, too, has some odd and wonderful stories

the bamboo tree

It takes at least thirty years for the bamboo tree to blossom. At that time it produces its full quota of seeds and then dies gradually. This peculiarity of nature was responsible for averting a famine in India in 1812, when 50,000 people lived on the trees' seeds for several weeks.

Sales blossom every hour of every day on WOR for hundreds of sponsors. For instance, a WOR participating show recently lifted one man's sales 25% above those for the previous year. Another sponsor reached thousands of homes for as little as 1/12th of 1-cent per impact.

some English names

Talbot is pronounced *Tolbut*. Norwich is pronounced *Norridge*. Holburn is pronounced *Hobun*. Wemyss is pronounced *Weems*. St. Leger is pronounced *Sillinger*. Cirencester is pronounced *Sissister*. Beauchamp is pronounced *Beecham*. Marylebone is pronounced *Marrabun*. Majoribanks is pronounced *Marchbanks*.

WOR is pronounced "heard by the most people where the most people are." For WOR is listened to regularly by the majority of 36,000,000 people in 430 counties in 18 states ranging from the Dominion of Canada to Georgia.

how "O.K." began

About 150 years ago, the world's finest tobacco and choicest rum were the products of Aux Cayes (pronounced O K). In time, any product of outstanding quality was was called O K. Unlike most temporary descriptives, this phrase has lasted down through the years and grows constantly in popularity.

The term O K is used repeatedly by agencymen and advertisers throughout the United States when they refer to WOR. Two reasons for that are — 1. WOR reaches more families, during the day and during the night, than any other station in the United States. 2. WOR reaches these families at the second lowest cost per thousand of any station of equal power in the country.

WOR—***heard by the most people where the most people are***

COMING SOON!
WOR-TV...channel 9...
Key station in
Mutual's projected
television network
WATCH FOR IT!

IN THIS ISSUE: NEW ORLEANS MARKET STORY (Pg. 32) • COMPARATIVE NETWORK SCHEDULE (Pg. 34)

OUR 25TH ANNIVERSARY YEAR

This One Family Tells WLS 25-Year Story

[redacted]E a bubbling biography of WLS is a chat with the Henry Bernards, who farm 87 good "corn-hog" acres in La Salle County, Illinois, near Ottawa. Mrs. Bernard dates her WLS-listening habit from her girlhood near Sheraton, Illinois, where she recalls her widowed mother always starting her day with a little inspiration and entertainment from "that new Chicago radio station."

Carrying her fondness for WLS programs right into her own home, Mrs. Bernard now has two young WLS fans in 12-year-old Robert, and Eileen, who is eight.

Mrs. Bernard likes to talk about Ford and Glenn—our all-night tornado-relief broadcasts in 1925—the wedding of Lulu Belle and Scotty—Grace Wilson ("still our favorite")—the corn-husking contests—Mac and Bob—Arkie's first appearance on the Barn Dance ("you're all one of our family"). When a hailstorm took half the corn crop from the Bernards and their neighbors, "the inspiration of Dr. Holland and the friendly voices of Art Page and all of them meant so much."

"We enjoy Bob Atcher, too," Mrs. Bernard says, as she and the youngsters mention some of the *new* personalities now reaching them over WLS. It's plain that three generations of this family find the kind of entertainment and service they want on WLS. They're the kind of everyday folk who make up so much of the huge WLS audience in country and city—and whose quarter-century-long confidence means so much to us—and to our advertisers who benefit directly from it.

A Clear Channel Station

WLS

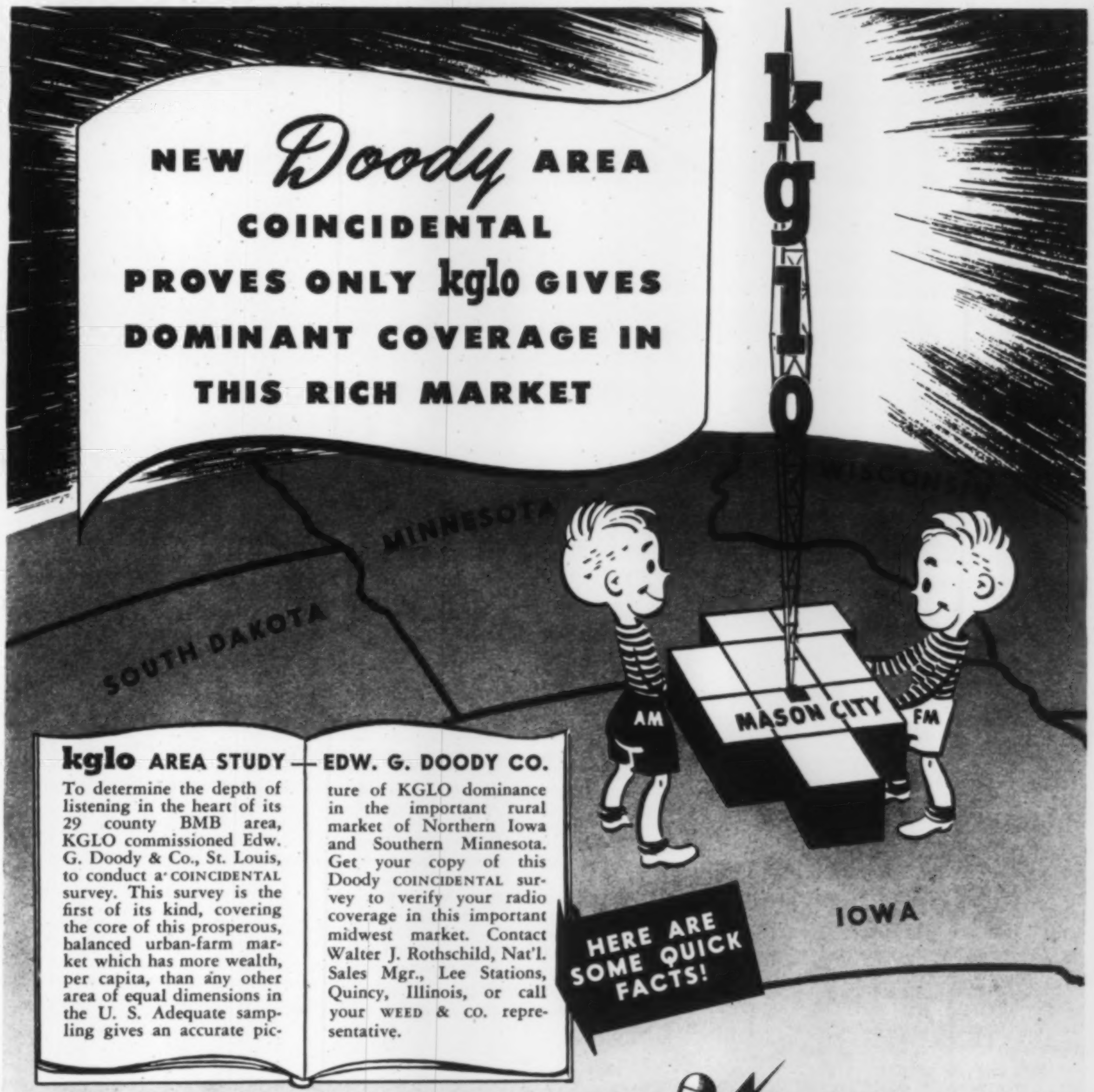
CHICAGO 7

The PRAIRIE FARMER STATION

890 KILOCYCLES - 50,000 WATTS - ABC AFFILIATE

REPRESENTED BY JOHN BLAIR AND CO.

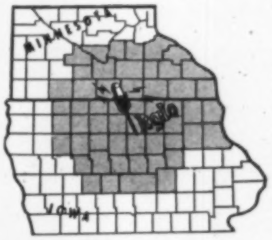
NEW *Doody* AREA COINCIDENTAL PROVES ONLY kglo GIVES DOMINANT COVERAGE IN THIS RICH MARKET



kglo AREA STUDY — EDW. G. DOODY CO.

To determine the depth of listening in the heart of its 29 county BMB area, KGLO commissioned Edw. G. Doody & Co., St. Louis, to conduct a COINCIDENTAL survey. This survey is the first of its kind, covering the core of this prosperous, balanced urban-farm market which has more wealth, per capita, than any other area of equal dimensions in the U. S. Adequate sampling gives an accurate picture of KGLO dominance in the important rural market of Northern Iowa and Southern Minnesota. Get your copy of this Doody COINCIDENTAL survey to verify your radio coverage in this important midwest market. Contact Walter J. Rothschild, Nat'l. Sales Mgr., Lee Stations, Quincy, Illinois, or call your WEED & CO. representative.

Lee STATIONS

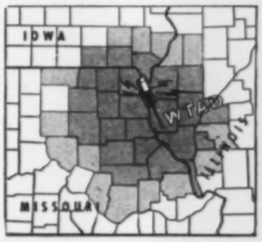


kglo MASON CITY IOWA
1300 K.C., 5,000 Watts
CBS Affiliate

COVERAGE — 29 rich counties in Iowa and Minnesota. Urban communities include Mason City and Charles City, Iowa; Austin and Albert Lea, Minnesota.

Audience produces more corn, hogs, grain-fed cattle, oats, eggs, poultry, and cash farm income than any other area of equal dimensions in United States.

KGLO — FM
101.1 MC ERP 16,000 Watts



WTAD QUINCY ILLINOIS
930 K.C., 1,000 Watts
CBS Affiliate

COVERAGE — 34 Mississippi Valley counties in Illinois, Missouri, and Iowa . . . almost equal division between urban and farm listeners. Cities include Quincy, Illinois; Hannibal, Missouri; and Keokuk, Iowa — core of productive Illinois-Missouri-Iowa agricultural region. Continuing Doody Surveys prove WTAD's consistent dominance.

WTAD — FM
99.5 MC ERP 53,000 Watts

REPRESENTED BY WEED & COMPANY: NEW YORK • CHICAGO • DETROIT • BOSTON • ATLANTA • HOLLYWOOD • SAN FRANCISCO

Published every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

BROADCASTING *at deadline*

Closed Circuit

REPORT CURRENT that Leo Burnett Co. will take over Pillsbury accounts for Pillsbury's Best, Sno Sheen Cake Flour and Pillsbury Pancake Mix. Burnett is handling several Pillsbury products including piecrust, cake mixes and hot roll mix. Move will be from McCann-Erickson. Account Executive John Willem, of Burnett, currently in Minneapolis.

HERE'S TRUE story on Mutual presidency: Edgar Kobak will leave not later than May 1. Committee comprising Don Lee president and Mutual chairman, Lewis Allen Weiss; WOR New York president and Mutual vice chairman, T. C. Streibert; WIP Philadelphia president, Ben Gimbel, and Yankee Network vice president, Tom O'Neil, will meet in Chicago April 7 to nominate successor and report to Mutual board April 8. Committee believed settled on Kobak successor.

NBC HAS OPTIONED *Wizard of Odds* program packaged by Leo Guild for possible placement opposite Jack Benny show. Audition record being cut this week with no large money prizes but reportedly fabulous gift giveaways.

TOP ECHELON Procter & Gamble executives and Richard Holbrook, president Compton Adv., looked over Hollywood film producers last week. Appointment to handle half-hour dramatic series for fall expected this week.

PERSONS close to Robert H. Hinckley, ABC Washington vice president, who held high federal office for dozen years, believe he'll be content to remain in private industry, scotching report he might join incoming Secretary of Defense Louis D. Johnson in top slot. Among Mr. Hinckley's federal assignments, which won him commendation of both Presidents Roosevelt and Truman, were: Assistant Administrator of WPA; Chairman, Civil Aeronautics Authority; Assistant Secretary of Commerce for Air, and Chairman of highly effective but little publicized Contract Settlement Administration, following war.

GENERAL MILLS' agency, Dancer-Fitzgerald-Sample, reported insisting on three year set price contract with ABC for proposed *Lone Ranger* telecast series. ABC said to be willing to sign for two years, but compromise expected soon. Criticism of long-term rate transaction of ABC for *Ranger* telecasts heard in top New York advertising circles. One critic expected to bring complaint into open.

ALL earmarks of price war in home refrigeration field being talked up in trade circles. Frigidaire, General Electric and Philco are mentioned likely to break ice in new buyers' market.

ROBERT O. REYNOLDS, vice president and general manager of KMPC Hollywood, is ex-

(Continued on page 74)

Upcoming

March 28-29: Armed Forces Communications Assn., Shoreham Hotel, Washington, D. C.

March 29-30: City College of New York Radio-Television and Business conference, (awards luncheon, March 30), Hotel Roosevelt, New York.

April 1: FMA Clinic on FM Time Sales, Commodore Hotel, New York.

April 1: U. S. National Commission for UNESCO, second national conference, radio sessions, Cleveland Auditorium, Cleveland, Ohio.

April 1-2: Alabama Broadcasters Assn. spring meeting, Admiral Semmes Hotel, Mobile, Ala.

April 2-3: NARND board of directors meeting, Chicago.

(Other Upcoming on page 73)

Bulletins

MULTIPLE petitions of KOB Albuquerque and WJZ New York in fight over 770 kc denied by FCC Friday [BROADCASTING, Feb. 21]. KOB granted extension of special service authorization to June 1 in lieu of requested Nov. 1. SSA covers 50 kw day, 25 kw night on 770 kc. FCC denied WJZ request for immediate decision in long-pending case and to remove KOB from 770 kc, on which New York station is assigned 50 kw. Commission memo opinion said in view of long operation of KOB on 770 kc nothing to be gained by switch to another frequency until after clear-channel decision.

MORE LETTERS?

ANOTHER EXCHANGE of correspondence between Senate Interstate & Foreign Commerce Committee and FCC may be in store, Committee Chairman Ed C. Johnson (D-Col.) hinted Friday. Presumably it depends on whether FCC satisfies committee with its answer to last round of questions, which related primarily to television and monopoly [BROADCASTING, March 14]. Sen. Johnson also made clear he thinks it would stimulate TV competition if VHF freeze were lifted and UHF opened up simultaneously, and that he thinks existing broadcasters are entitled to priority in television. On subject of TV set obsolescence, he said he had no way of knowing definitely, but that obsolescence always develops as science progresses—and that TV may progress "more rapidly than we think."

LEVER REPLACEMENT

SUMMER replacement for CBS' *Amos 'n' Andy*, Sun., 7:30-8 p. m. EST, to be *Call the Police*. Sponsor is Lever Bros., Cambridge (Rinso), through Ruthrauff & Ryan, New York.

Business Briefly

BUDGET FINANCE ADDS 4 ● Budget Finance Plan Inc., Los Angeles, April 3 extends sponsorship of James Roosevelt newscasts, Sun., 8:45-9 p.m. PST, to four additional ABC stations for 26 weeks: KJR Seattle, KGA Spokane, KUTA Salt Lake City, KPHO Phoenix. Program now on KECA Los Angeles, KGO San Francisco, KPMC Bakersfield. Agency, Irwin-McHugh Adv., Los Angeles.

KLEENEX SIGNS ● International Cellucotton Products Co., Chicago (Kleenex), to sponsor weekly half-hour program on full ABC-TV network, with WENR-TV Chicago to originate. Time, day and format undetermined. Agency, Foote, Cone & Belding, Chicago.

COLGATE SPONSORS ● Colgate-Palmolive-Peet (toothpaste and soap products), Jersey City, N. J., buys two quarter-hours of *Howdy Doody Show*, 5:30-6 p.m. weekdays on NBC Television, effective April 4. Colgate will sponsor 5:45-6 periods Tuesday and Thursday. Agency, Ted Bates, New York.

STROMBERG-CARLSON NAMES TAIT TO SUCCEED MANSON

ROBERT C. TAIT, Pittsburgh banker and formerly of Rochester, named president of Stromberg-Carlson Co. succeeding Dr. Ray H. Manson, who becomes board chairman. Wesley M. Angle, retiring board chairman, was elected honorary chairman.

New officers were chosen by directors who convened following annual stockholders meeting. Dr. Manson told shareholders company had exceeded its sales budget in 1948 and improved working capital position despite extraordinary expenditures in construction of million-dollar Rochester Radio City, and in installation of completely new transmitting equipment for its 50 kw clear channel WHAM. WHTM (TV) Rocheseter will open June 11, he reported.

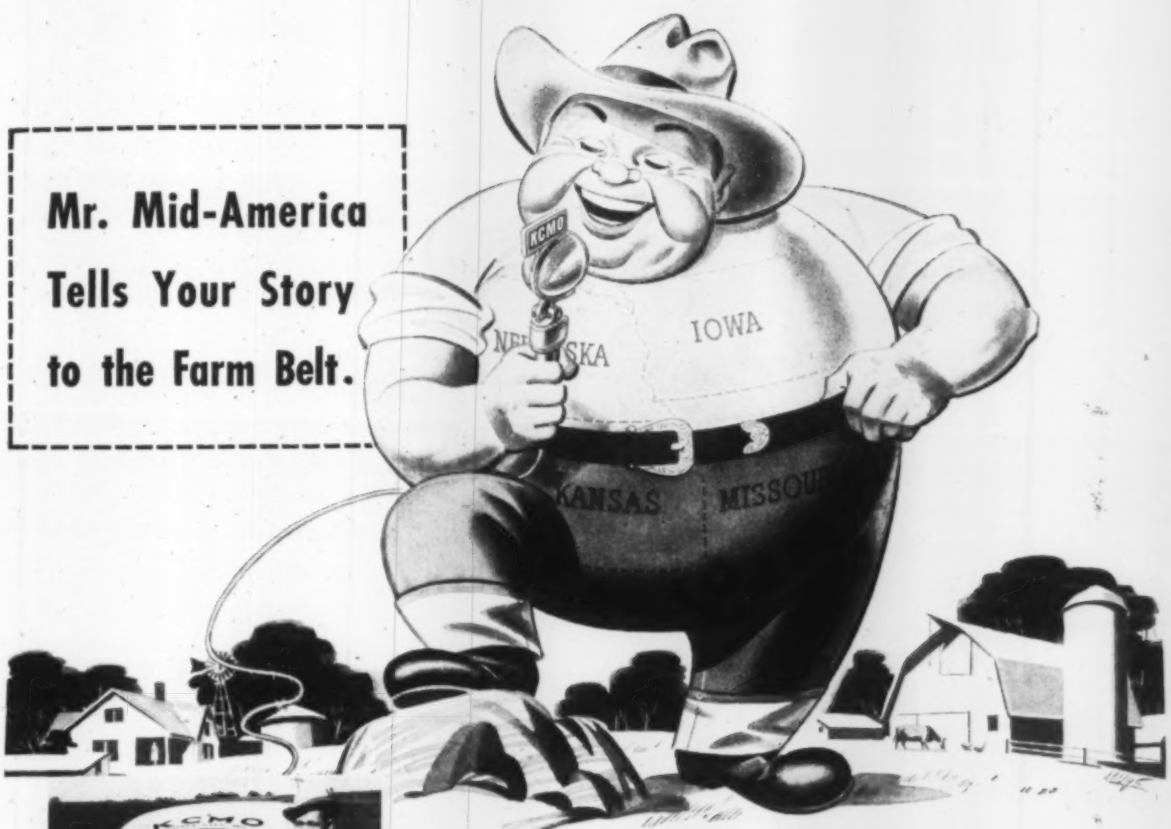
HEIDT NBC SHOW REACHING LARGE AUDIENCE—GORMAN

PHILIP MORRIS Co. has found Horace Heidt program on NBC Sunday evening spot opposite Jack Benny is being received better than national surveys indicate.

Patrick H. Gorman, advertising director of cigarette firm, told BROADCASTING Friday during Assn. of National Advertisers Convention at Hot Springs, Va. (see story page 23), that company salesmen had found program reaching large audience not previously reached when program was heard on NBC Sundays at 10:30 p.m.

Huge crowds at daily Heidt performances around country, running up to 18,000 persons, indicate public knows about him and is interested in network programs, according to Mr. Gorman. He said company will move network program back to its 10:30 p.m. spot for summer, with autumn plans not yet determined.

Mr. Mid-America Tells Your Story to the Farm Belt.



KCMO
THERE GOES
JACK JACKSON
KCMO's FARM REPORTER
294·799

JACK JACKSON . . . Between his "Farm Topics," "Party Line" and "Farm Editor" broadcasts, Jack is likely to show up anywhere anytime.

BRUCE DAVIES gives Mid-America farmers their market reports daily direct from K. C. Livestock Exchange.

at a Low, LOW Cost per 1000 Coverage!

You have to know your way around a barnyard to talk convincingly to farmers! And that's just where our Mr. Mid-America Farmer, (KCMO's Director of Agriculture) Jack Jackson, excels. Jack is a farm lad from way back. His background includes 4-H, FFA, teacher of vocational agriculture, county agricultural agent and Radio Editor of Texas A & M College.

Because Jack Jackson knows the language farmers listen to, he's your best bet when you have a story you want farmers to hear. At his command are over *442,000* farm families inside KCMO's measured ½ mv. area. These families produce on their farms an amazing 9.3 per cent of the total farm income in America! They're a "buying crowd." To tell your story to Mid-America farmers at a low, *LOW cost per 1000 coverage*, tell it on KCMO, Kansas City's most powerful station!

ONE Does It In Mid-America
ONE station
ONE rate card
ONE spot on the dial
ONE set of call letters

50,000 WATTS
DAYTIME—Non-Directional
10,000 WATTS *NIGHT*
—810 kc.

KCMO

and KCFM . . . 94.9 Megacycles
KANSAS CITY, MISSOURI
Basic ABC for Mid-America

It's an Ill Wind that Somebody Blows Good

Repairing ill pipe organs or making new ones, sounding B flat or the knell of a "gibble-gobble phony", this newscaster is talented, fluent . . . and critical. His inventive versatility enabled him to construct a pipe organ for his church, just as a hobby. His vigorous nightly scanning of "the top of the news as it looks from here" has made him one of Washington's most influential commentators.

Critical of any interference with free enterprise or economical government, Fulton Lewis, Jr., rarely inspires indifference among his listeners. They describe him either as a great patriot . . . or a shocking reactionary. However described, he's *heard*—by 14,000,000 weekly, according to a recent estimate in *Harper's Magazine.*

The Fulton Lewis, Jr., program is currently sponsored on more than 300 stations. It affords local advertisers network prestige at local time cost, with pro-rated talent cost.

Since there are more than 500 MBS stations, there may be an opening in your city. If you want a ready-made audience for a client (or yourself), investigate now. Check your local Mutual outlet — or the Co-operative Program Department, **Mutual Broadcasting System,** 1440 Broadway, NYC 18 (or Tribune Tower, Chicago 11).

BROADCASTING
TELECASTING

Published Weekly by Broadcasting Publications, Inc.
Executive, Editorial, Advertising and
Circulation Offices: 870 National Press Bldg.
Washington 4, D. C. Telephone: ME 1022

IN THIS ISSUE . . .

Ad Dollar Response Questioned 23
ANA Surveys Budget Prospects 23
District 1 Hits Transcription Practices 25
Recording Firms Wary of ET Proposal 25
Black Campaign Success 26
Station Mortality Studied 27
Baker Takes BMB Helm 27
NBC's Reply to CBS Leadership Claims 28
CBS Issues Report 28
Recording Standards Review Expected 29
Booklet Answers Industry Code Queries 29
McAndrew Heads NBC's D.C. Stations 30
WEWS(TV), State Dept. Tiff 50
DuMont Heads SMPE Speakers 51
Firms Sue Zenith 54

DEPARTMENTS

Agencies 10
Allied Arts 61
Commercial 60
Editorial 40
FCC Actions 58
Feature of Week . 18
Management 56
Network Accounts 14
New Business 14
News 60
On All Accounts . . 18
Open Mike 19
Our Respects to . 40
Production 62
Programs 57
Promotion 70
Radiorama 32
Technical 69
Telestatus 54-N
Upcoming 73

FEATURE CALENDAR

First issue of the month: AM Network Showsheet
Second issue: Network Boxscore; Public Interest
Third issue: Trends Survey
Last issue: Telecasting Showsheet

At Washington Headquarters

SOL TAISHOFF
Editor and Publisher

EDITORIAL

ART KING, *Managing Editor*
J. Frank Beatty, Rufus Crater, *Associate Editors;* Fred Fitzgerald, *News Editor;* Paul Fulcomer, *Asst. to the News Editor;* Robert B. Luce, *Research Editor;* Tyler Nourse, *Copy Editor*. STAFF: Lawrence Christopher, Phyllis Engelman, Jo Hailey, Ed Keys, John Osbon. EDITORIAL ASSISTANTS: Yvonne Caldwell, Nancy Diehl, Grace Hargrove, Mary Madden, Wilson D. McCarthy; Eleanor J. Brumbaugh, *Secretary to the Publisher.*

BUSINESS

MAURY LONG, *Business Manager*
Winfield R. Levi, *Assistant Advertising Manager;* George L. Dant, *Adv. Production Manager;* Harry Stevens, *Classified Advertising Manager;* Eleanor Schadi, Virginia Dooley. B. T. Taishoff, *Treasurer;* Irving C. Miller, *Auditor and Office Manager;* Eunice Weston.

SPECIAL PUBLICATIONS

BERNARD PLATT, *Director*
Estelle Markowitz.

CIRCULATION AND READERS' SERVICE

JOHN P. COSGROVE, *Manager*
Lillian Oliver, Warren Sheets, Elaine Haskell, Edward V. Duggan, Carolyn Sheets, Chapalier Hodgson.

NEW YORK BUREAU

250 Park Ave., Zone 17, *PL*aza 5-8355
EDITORIAL: Edwin H. James, *New York Editor;* Herman Brandschain, *Asst. to the New York Editor;* Florence Small, Gloria Berlin, Betty R. Stone.
Bruce Robertson, *Senior Associate Editor.*
ADVERTISING: S. J. Paul, *Advertising Director;* Marjorie Dorrance.

CHICAGO BUREAU

360 N. Michigan Ave., Zone 1, *CE*ntral 6-4115
William L. Thompson, *Manager;* Jane Pinkerton.

HOLLYWOOD BUREAU

Taft Building, Hollywood and Vine, Zone 28.
*HE*mpstead 8181
David Glickman, *West Coast Manager;* Ralph G. Tuchman, *Hollywood News Editor;* Ann August.

TORONTO

417 Harbour Commission Bldg. *EL*gin 0775
James Montagnes.

BROADCASTING * Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING *—The News Magazine of the Fifth Estate. Broadcast Advertising * was acquired in 1932 and Broadcast Reporter in 1933.

* Reg. U. S. Pat. Office

Copyright 1949 by Broadcasting Publications, Inc.

Subscription Price: $7.00 Per Year, 25c Per Copy

PULSE or HOOPER

WCPO is tops

CINCINNATI-OHIO

PULSE for February — as printed in BROADCASTING

Saturday & Sunday Daytime
4 Highest 1/4 Hour Ratings
all on **WCPO**

THE SHADOW	— 13.3
HOUSE of MYSTERY	— 11.5
DETECTIVE MYSTERIES	— 10.8
QUICK as a FLASH	— 10.8

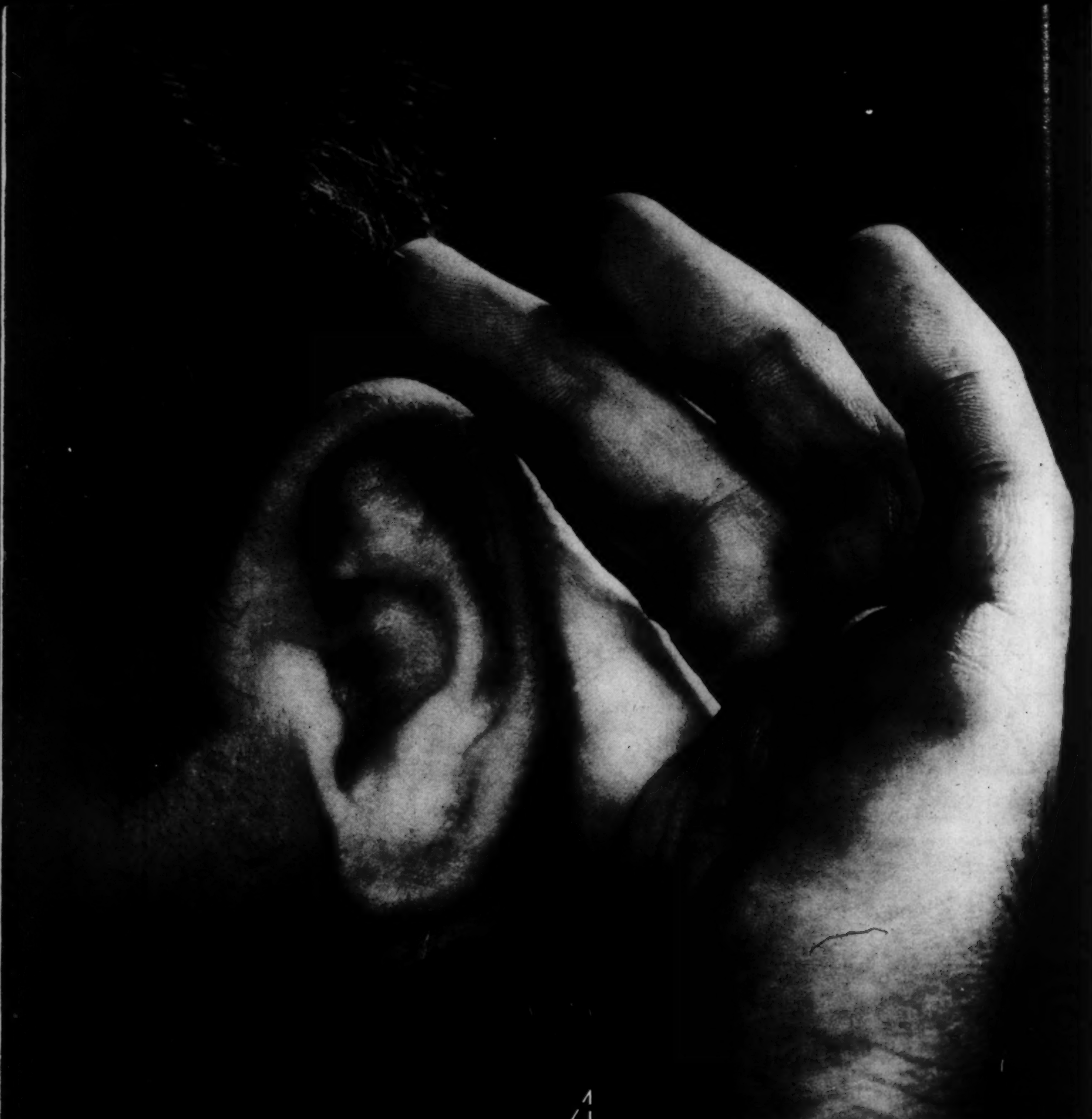
C. E. HOOPER — January - February

	WCPO	Net Sta. "B"	Net Sta. "C"	Net Sta. "D"	Sta. "E"	Sta. "F"
Weekday Morning Mon. thru Fri. 8:00 A. M. - 12:00 Noon	26.9	19.4	24.0	14.6	12.8	0.8
Sunday Afternoon 12:00 Noon - 6:00 P. M.	29.4	23.0	13.8	12.6	15.0	2.5
Saturday Daytime 8:00 A. M.-6:00 P. M.	24.9	17.8	18.2	12.4	16.4	6.8

A Scripps-Howard
Radio Station
Affiliated with the Cincinnati Post . . .

WCPO Cincinnati

REPRESENTED BY
THE BRANHAM CO.



Transcription Broadcasting System, Inc.
11 East 52nd Street
New York 22, N. Y. ELdorado 5-5511

Please reserve TBS membership in this market for us.

NAME ______________________ (Title)

STATION ______________________

have you heard about tbs?

the only transcription network service of its kind in the world

tbs works for you . . It delivers a balanced 8¾ hour unit of 5 top open-end transcribed shows immediately:

HOLLYWOOD'S OPEN HOUSE ROBBIN'S NEST
ANYTHING FOR LAUGHS IT'S A GREAT SHOW
RADIO THEATRE OF FAMOUS CLASSICS

tbs works for you It furnishes gratis complete local press, merchandising and promotional material on each show.

tbs works for you . . It actually helps member stations sell shows through enormous national trade advertising, unprecedented national publicity on each show, direct mail selling contact of sponsor and agency time buyers from coast-to-coast.

tbs works for you . . . It produces 3 new shows each year to fill programming needs of member stations. Network stations actually choose these shows and receive them at practically no added cost.

tbs works for you . . . It delivers this complete network service to only one station in each market for the unbelievably low cost of the station's class "A" one-time ½ hour national rate per week ($40 minimum weekly).

tbs

use this coupon to reserve tbs - membership in your market

TRANSCRIPTION BROADCASTING SYSTEM, INC.
11 East 52nd Street New York 22, New York ELdorado 5-5511

ON THE
WASHINGTON SCREEN

FRONTIER
THEATER

FRONTIER THEATER—stories in the best traditions of the old West! Full-length Western feature films start out WMAL-TV's evening programming with a bang! Televised every night, Monday through Friday, from six to seven, Frontier Theater packs 'em in! And what's more—there are **one-minute commercial announcements available** between the Acts!

← Action-packed . . . full of suspense . . . thrilling for everyone—the children, the grown-ups, the neighbors—everyone is crazy about the movie serials being shown on WMAL-TV, Monday through Friday, from 7:00 to 7:15 (immediately following the Western). There are **one-minute Announcements available** within the Serial, too!

↑ JIM GIBBONS welcomes Head Coach George Sauer of the Naval Academy to his "Sports Cartoon-A-Quiz" show. In addition to this popular 30-minute once-a-week sponsored program, Jim conducts a Tuesday through Friday nightly television sportscast, featuring personalities, scores, and sports news.

← There are **one-minute announcements available** within the JIM GIBBONS SPORTS REEL, Tuesday through Friday, 7:15-7:30 p.m., on WMAL-TV. As Washington's best known sportscaster (and most popular television sportscaster—Teleguide poll), Jim has the personality and the background to pull the audience his way. It's Tops in Television from 6:00 to 7:30 on WMAL-TV!

WMAL WMAL-TV WMAL-FM

THE EVENING STAR STATIONS
WASHINGTON, D. C.

Agencies

WALLACE SHEPPARD JORDAN named head of radio and television activities at William Morris Agency, New York, succeeding the late William B. Murray. Mr. Jordan has been with agency ten years.

J. M. RANDOLPH appointed head of newly-created television and motion picture department of White Adv. Agency, Tulsa, Okla. He was formerly with KVOO Tulsa for almost 10 years.

Mr. Randolph

YVONNE HAYDEN joins Lindeke Adv., Glendale Calif., as space buyer.

ROBERT L. SMOCK, formerly with Ward Wheelock Co. and Young & Rubicam, both New York, appointed radio and television director for Hewitt, Ogilvy, Benson & Mather, New York and London.

FRED A. PARNELL, formerly manager of advertising and sales promotion for Receiver Div., Electronics Dept., General Electric Co., joins Benton & Bowles, New York, to handle merchandising for electronics divisions of Crosley account.

DAVID M. BOTSFORD, president of Botsford, Constantine & Gardner, San Francisco, re-elected for 17th consecutive year as West Coast representative on board of directors of National Outdoor Adv. Bureau.

JOHN T. CHANDLER, formerly assistant advertising manager of The Dayton Co., Minneapolis, joins creative staff of Shutran Mahlin Adv., Detroit.

DAVID YELLIN, former assistant to the producer of the Broadway hit "Inside U. S. A.," appointed radio and television director of Elliott Nonas, New York advertising firm.

R. L. PIERSON, formerly production manager of Davis & Co., Los Angeles, joins Ted H. Factor, that city, in similar capacity.

MILTON HERTZ, account executive at Henry Bach Assoc., New York, appointed director of television and radio in addition to his present duties.

J. W. REAM and **ROBERT D. HAWKINS** promoted to account executives at Henri, Hurst & McDonald, Chicago. Mr. Ream has been in service department, and Mr. Hawkins was on copy staff.

PHIL VAN SLYCK, formerly advertising manager of Standard Optical Co., Salt Lake City, has opened his own agency in San Francisco with offices in DeYoung Bldg. Staff includes **MONROE WINSTON**, production manager, and **MARGARET GRIDLEY**, copywriter.

BROCK KING, formerly with J. Walter Thompson in Toronto, joins Long Adv. Service, San Francisco.

JOHN READ BURR, formerly account executive with McCann-Erickson, New York, joins Federal Adv. Agency, also New York, in same capacity, handling grocery products.

BERNARD R. JENNINGS of Buenos Aires McCann-Erickson staff assumed managership of company's Havana office, succeeding **JAMES R. FOX**, who is returning to New York about April 1. **BRUCE SWIGERT** will assist Mr. Jennings in his new post. Prior to war, Mr. Jennings spent five years with BBDO, New York. Previous to managing Havana office of McCann-Erickson, Mr. Fox headed the firm's San Juan office.

FRANK P. BIBAS, former vice president in charge of sales of Casanave-Artlee Pictures Inc. and Sixteen MM Pictures Inc., joined McCann-Erickson, New York, as film director.

CHARLES T. COINER, art director for the past 25 years of N. W. Ayer & Son, Philadelphia, received National Society of Art Directors annual award, a miniature brass and ebony T Square, "for distinction in the practice of his profession."

PAUL TERRY, formerly with R. B. Atchison Adv., Los Angeles, as copy and television director, joins H. C. Morris & Co., same city, as copy director.

SIDNEY KAHN, production manager for Bass-Luckoff of Hollywood, Los Angeles, joins Hugo Scheibner Inc., that city, in same capacity.

(Continued on page 63)

We call 'em "folk singers" in Baltimore

All Baltimore folks aren't opera fans. There's a heap of 'em who think the singing and skylarking of *Slim Stuart* and "THE PLAINSMEN" about the best kind of musical show there is.

You know the format—Happy Birthdays—Dedication Numbers—Instrumental Solos—and a lot of good-natured fun. They enjoy it, the audience enjoys it and we think you'll enjoy the lift they can give your sales.

A few availabilities are open Monday through Friday between 5 and 5:30 P.M.

BALTIMORE LIKES THESE LOCAL SHOWS, TOO!

RAY MOFFETT

"Musical Clock," 6:00-9:00 A.M.

HAL VICTOR SHOW

5:30-5:45 P.M.

. . . and every program and announcement on WCAO is duplicated on WCAO-FM (20,000 watts) at no additional cost to the advertiser!

WCAO

"The Voice of Baltimore"

CBS BASIC • 5000 WATTS • 600 KC • REPRESENTED BY RAYMER

"Bull's-
is
10
9
8
7
6
5

Albuquerque	KOB	NBC
Beaumont	KFDM	ABC
Boise	KDSH	CBS
Boston-Springfield	WBZ-WBZA	NBC
Buffalo	WGR	CBS
Charleston, S. C.	WCSC	CBS
Columbia, S. C.	WIS	NBC
Corpus Christi	KRIS	NBC
Davenport	WOC	NBC
Des Moines	WHO	NBC
Denver	KVOD	ABC
Duluth	WDSM	ABC
Fargo	WDAY	NBC
Ft. Wayne	WOWO	ABC
Ft. Worth-Dallas	WBAP	ABC-NBC
Honolulu-Hilo	KGMB-KHBC	CBS
Houston	KXYZ	ABC
Indianapolis	WISH	ABC
Kansas City	KMBC-KFRM	CBS
Louisville	WAVE	NBC
Milwaukee	WMAW	ABC
Minneapolis-St. Paul	WTCN	ABC
New York	WMCA	IND
Norfolk	WGH	ABC
Omaha	KFAB	CBS
Peoria-Tuscola	WMBD-WDZ	CBS
Philadelphia	KYW	NBC
Pittsburgh	KDKA	NBC
Portland, Ore.	KEX	ABC
Raleigh	WPTF	NBC
Roanoke	WDBJ	CBS
San Diego	KCBQ	CBS
St. Louis	KSD	NBC
Seattle	KIRO	CBS
Syracuse	WFBL	CBS
Terre Haute	WTHI	ABC

Television

Baltimore	WAAM	New York	WPIX
Fort Worth-Dallas	WBAP-TV	St. Louis	KSD-TV
Louisville	WAVE-TV	San Francisco	KRON-TV
Minneapolis-St. Paul	WTCN-TV		

-Eye Radio"

BUSINESSLIKE

RADIO

Do you have some markets that are surprisingly good and others that are falling 'way below expectations? Of course you do—and we know, generally at least, what you'd like to do about them.

But have you thought of how much national spot radio could help you? National spot (Bull's-Eye) radio is the most businesslike radio in the world. In good areas, it works only as hard and costs only as much as your sales picture demands. . . . In bad areas, you can step it up to any degree you wish—can make it work nights, Sundays and holidays, if need be, to get the job done fast and *at the cost you wish.*

We of Free & Peters have specialized in businesslike spot radio since 1932. In that time we've built up some pretty spectacular case histories of what can be done with this medium. If you're interested in any of the markets listed at the left, we'd certainly like to talk with you—*soon!*

FREE & PETERS, INC.

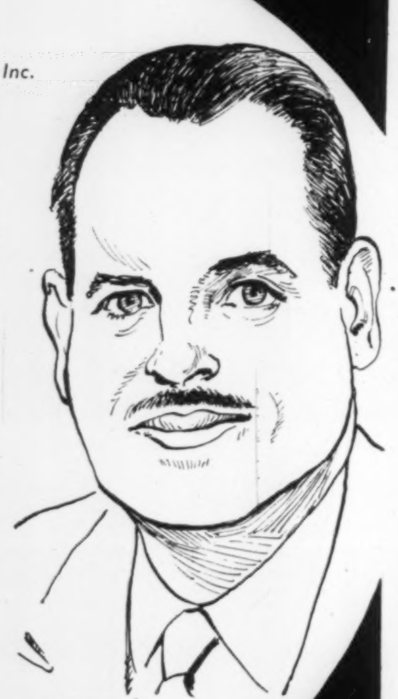
Pioneer Radio and Television Station Representatives
Since 1932

NEW YORK **CHICAGO**
ATLANTA **DETROIT** **FT. WORTH** **HOLLYWOOD** **SAN FRANCISCO**

The Patroon* of the week

NATE PUMPIAN

Media Director,
HENRI, HURST & McDONALD, Inc.
Chicago



Nate, a pioneer in the radio industry—responsible for the first Paul Whiteman network broadcast — is welcomed into the Honorary Order of Patroons. The William G. Rambeau rep today presented Nate with the certificate of Patroon membership and with the deed to a tract of land in the heart of Patroon country.

**PATROON*
Aristocratic Landholder of the Hudson Valley

The Fact of the week

WPTR'S famed Sportsmen asked their listening audience to choose a regional all-star football team and 11,501 votes were cast in a three week period.

SOON
50,000 Watts
Night and Day

Represented by RAMBEAU

WPTR
ALBANY—SCHENECTADY—TROY

PATROON BROADCASTING CO., ALBANY, N. Y.

New Business

SINCLAIR REFINING Co., New York, through its agency, Hixson-O'Donnell Adv., also New York, launched quarter-million dollar campaign to introduce a new Sinclair product, said to be world's finest anti-rust gasoline. Approximately 1,500 spot announcements are being used on 15 stations in Chicago, Detroit, Cleveland and Indianapolis, during the four-month period campaign is to run. Three daily newscasts on WEMP Milwaukee will also be used.

GENERAL FOODS Co., New York (Sure-Jell powdered pectin), May 17 starts two weekly, 10 minute sponsorship of *Surprise Package* on ABC Pacific Coast stations; Tuesday, Thursdays (2-2:10 p.m. PST). Contract is for 20 weeks. Agency: Benton & Bowles, New York. **GLOBE MILLS**, Los Angeles, through Leo Burnett Co., same city, today (March 28), starts Mon.-Fri. sponsorship of program on 13 ABC Pacific Coast stations [BROADCASTING, March 14].

REGAL AMBER BREWING Co., one of most extensive radio users in Northern California, appoints Abbot Kimball Co., San Francisco, to handle advertising effective May 1. **ALFRED DUCATO**, vice president of Abbott Kimball, will be account executive. **DAVID R. FENWICK**, vice president of the agency's Los Angeles office, will handle account in Southern California.

ADAM HATS, New York, through Madison Adv., New York, has started spot announcement campaign to promote new Adam Hats for Easter. In two states schedule calls for two week period which started March 21. Rest of the country, coast to coast, will carry spots for three weeks beginning today (March 28). Approximately 175 stations will be used in cities where Adam Hats have their own stores or arrangements with dealers and agents.

ALBERS MILLING Co., San Francisco, will sponsor *Elmer Peterson and the News* on nine NBC Pacific stations starting in April, Wednesday-Thursday-Friday 5:45-6 p.m. (PST). Contract for 52 weeks. Agency: Erwin, Wasey & Co., San Francisco.

GENERAL MILLS Inc., Minneapolis, through Knox-Reeves Adv., same city, June 1 starting sponsorship of *Sam Hayes' Newscasts*, Tues., Thurs., Sat., Sun. (10-10:15 p.m. PST), on nine NBC Pacific Coast stations. Contract is for 52 weeks.

NATIONAL DIE CASTING Co., Chicago, for Juice King (whole orange juicer), planning to broaden its present television schedule in Midwest to include eastern markets. Series of one minute spots are being prepared for WCAU-TV Philadelphia, and company plans similar schedule for New York area. Agency: O'Grady-Anderson, Chicago.

WOODEN SHOE BREWING Co., Minster, Ohio, sponsoring 70 home games of Dayton Indians of WLWD (TV) Dayton. Agency: Don Kemper Co., Dayton.

S & C MOTORS, San Francisco (Ford dealer), appoints Garfield & Guild, San Francisco, to handle advertising. Radio will be used.

CALIFORNIA COTTON MILLS appoints Brisacher, Wheeler & Staff, San Francisco, to handle advertising. Agency will launch two-month campaign starting in April and utilizing 24 stations throughout three West Coast states.

EDGAR P. LEWIS & Sons, Malden, Mass., sponsoring 20 second chain breaks in and around top children's programs on WBZ-TV and WNAC-TV Boston. Products featured will be Lewis Peppermint Patties, Rainbow Jellies and Rainbow Wafers. Contract is for 13 weeks. Agency: Alley & Richards, Boston.

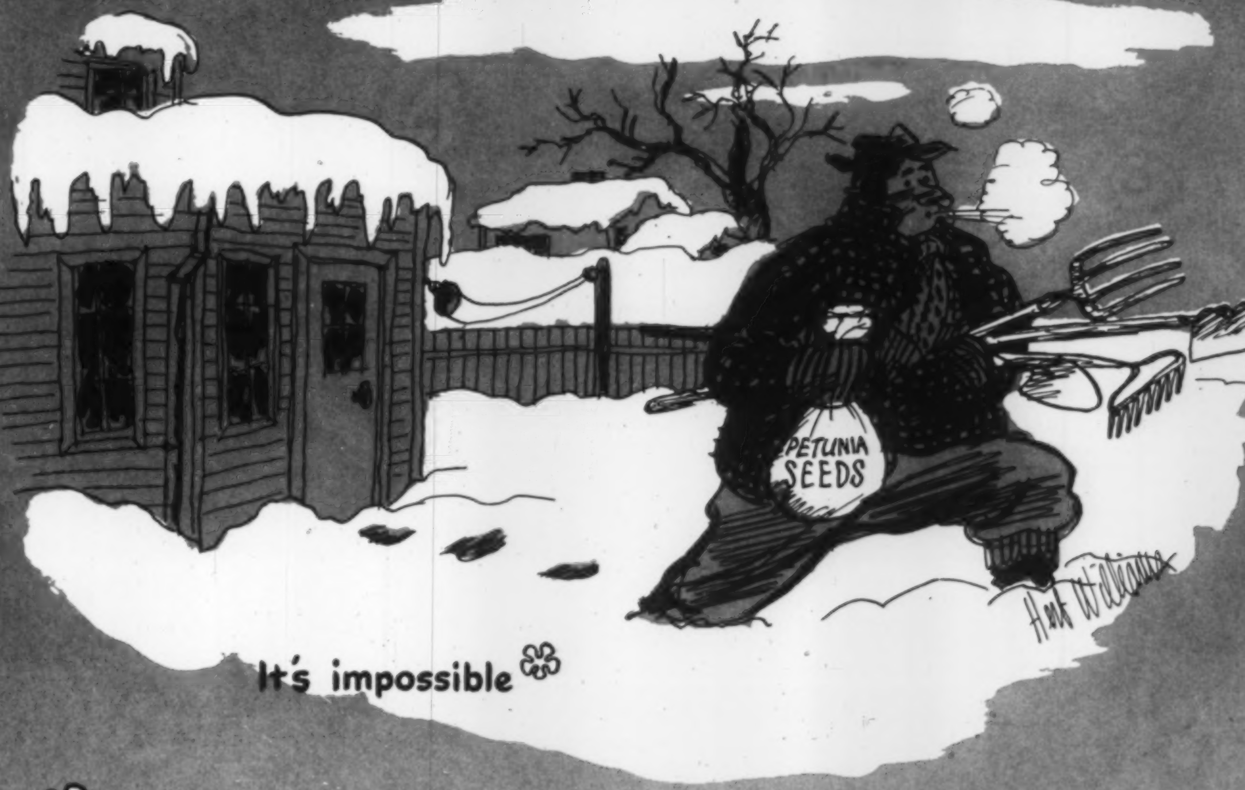
SPIR-IT Inc., Malden, Mass., appoints John C. Dowd Inc., Boston, to handle advertising. Radio may be used.

Network Accounts • • •

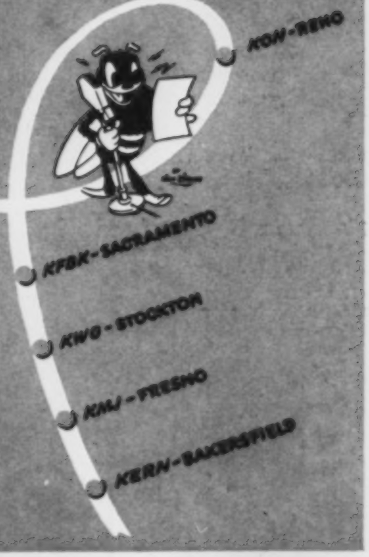
PROCTER & GAMBLE, Cincinnati, replacing *I'd Like to See* with *The Fireside Theatre* on NBC-TV, effective April 5 at 9 p.m.

PETER PAN FOUNDATIONS Inc., through Ben Sackheim, Inc. New York, launching extensive advertising campaign for its Low 'N' Behold bra. Twice weekly participations on MBS *Queen for a Day* will be included.

UNION OIL Co., Los Angeles, will telecast its second annual report with a special half-hour film on CBS eastern network and KTTV (TV) Los Angeles, April 12 and 13. Program will be telecast on KTTV April 12, and on network stations April 13. Agency: Foote, Cone & Belding, Los Angeles.



*You can't cover California's Bonanza Beeline without on-the-spot radio



Your sales story will never take root in the Bonanza Beeline if you plant it on outside radio stations. Because the Beeline—California's rich central valleys plus western Nevada—is an inland, *independent* market, remote from coastal influence. And Beeline people *naturally* pay little heed to outside radio.

So the way to radio-sell this inland market—where gross buying power is a billion above San Francisco's . . . and total annual retail sales virtually match Detroit's†—is to use the five BEELINE stations.

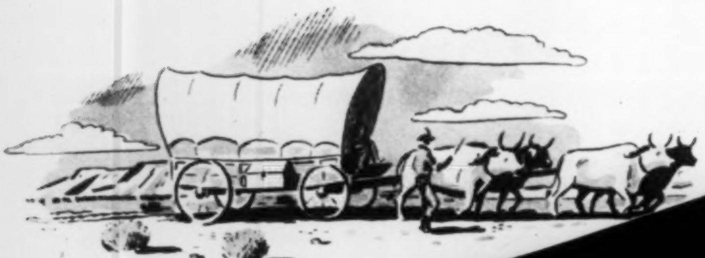
Together, these on-the-spot stations cover the whole Beeline. Individually, each is a long-time local favorite. KWG, for instance, has been selling the rich Stockton area since 1921. Check Raymer for more facts on the BEELINE.

† Sales Management's 1948 Copyrighted Survey

McCLATCHY BROADCASTING COMPANY

SACRAMENTO, CALIFORNIA • PAUL H. RAYMER CO., National Representative

KFBK	KOH	KERN	KWG	KMJ
Sacramento (ABC)	Reno (NBC)	Bakersfield (CBS)	Stockton (ABC)	Fresno (NBC)
50,000 watts 1530 kc.	1000 watts 630 kc.	1000 watts 1410 kc.	250 watts 1230 kc.	5000 watts 580 kc.



WAGA'S PROMOTION

HOW AN ATLANTA STATION COPPED "COPPERS" FOR BENNY— AND ENDED UP WITH JACK BENNY'S CHUCK WAGON, TOO

Competing with 175 other CBS stations, Fort Industry's WAGA—Atlanta's Promotion-Minded Station—emerged as the recent co-winner (with WMT, Cedar Rapids, Iowa) in the race to see which CBS station could raise the most money in the "Pennies For Benny" March of Dimes promotion.

The prize for the co-winners? Jack Benny's Chuck Wagon—which WAGA and WMT promptly decided could most fittingly be used as a permanent display at the Little White House, in Warm Springs, Georgia.

We're proud, of course, but not surprised, at the job WAGA did on the "Pennies For Benny" promotion. Not surprised? No—because WAGA has had, for years, the reputation of being one of the hardest driving stations in the Southeast when it comes to pushing promotions, to making them successful. Staging a promotion for your product? Let WAGA lend you a hand—and then watch results in Atlanta.

You'll find your advertising dollars do a bigger job on any and all Fort Industry Stations, because each Fort Industry Station, like WAGA, is a part of a winning team.

The "Little White House" designed and built by the late President Roosevelt in 1933, now a national shrine, is a symbol of the fight against infantile paralysis. Hundreds of thousands of people visit it yearly.

10 PENNIES from BENNY
FOR THE MARCH OF DIMES
CBS Star
JACK BENNY'S
WAGON LOAD
OF MONEY

The Benny Wagon as it appeared on a tour of the nation's principal cities.

WAGA's Bill McCain presenting the Benny Wagon to Charles Smith, Atlanta Jaycee.

Lee Trimble, and Ivan Allen, with the wagon which will be on permanent display.

A FORT INDUSTRY STATION

THE FORT INDUSTRY COMPANY

WSPD, Toledo, O. • WWVA, Wheeling, W. Va. • WMMN, Fairmont, W. Va.
WLOK, Lima, O. • WAGA, Atlanta, Ga. • WGBS, Miami, Fla. • WJBK, Detroit, Mich.
National Sales Headquarters: 527 Lexington Ave., New York 17, Eldorado 5-2455

NOW AVAILABLE on WWDC in Washington

THE Deems Taylor CONCERT

Here's a new kind of disc show, featuring the world's greatest music plus the sparkling comments of America's most distinguished music critic, Deems Taylor. Great guest stars are heard on each of the 30-minute programs, five times a week. It's a wonderful buy for participations or complete sponsorship. Ask your Forjoe man for full details.

7:30 to 8 P. M.
Monday through Friday

WWDC
AM-FM — The D. C. Independent
Represented Nationally by
FORJOE & COMPANY

Feature of the Week

Recording a Capital Memo *show are Gannett reporters (l to r): Mr. Croop, Miss Johnson, Messrs. Martin (standing), Kusaila and Torrey.*

* * *

TELLING the folks back home what it is like to be a Washington correspondent is the newest project of the Washington bureau of Gannett News Service.

With all members of the staff participating, the bureau is producing a weekly recorded broadcast, *Capital Memo*, which is carried sustaining by all Gannett radio stations: WHEC Rochester, WABY Albany, WENY Elmira, WHDL Olean, N. Y.; WTHT Hartford, Conn. and WDAN Danville, Ill.

Capital Memo, now in its third

(Continued on page 63)

On All Accounts

WHEN Fred Wakeman wrote about his high-powered "Hucksters," he had apparently never met one mild-mannered representative of the group—Billy Scott Hunter. Twenty-eight years old, owner and operator of a successful Los Angeles agency, Hunter Adv., the modest and retiring Bill has earned himself a fine reputation in the advertising field.

Bill entered the struggle July 16, 1920, in Richmond, Calif. as the sixth member of a family that had one more member to go. When he was six months old the Hunters moved to Huntington Park (Calif.). Later attending Huntington Park High School, Bill became a bit of a hero as quarterback on the football squad.

BILL

Graduating from high school in 1938, Bill, anxious to get out in the world and earn the dollars that were hard to come by in those days, got himself a job at the Los Angeles *Examiner* selling classified ads. After two years he joined the staff of Burbank (Calif.) *News*, selling display advertising, a job he held for the next 12 months.

In November, 1941 Bill and a partner burst into the publication business with a society magazine called the *Ventura Boulevardier*. In December war came and the advertisers went, and with them the promising-looking *Boulevardier*.

His next six months were spent in the planning office of Northrop Aircraft, Inglewood (Calif.). Deciding that the war would be a more interesting place to spend his time, Bill enlisted in the Coast Guard. He spent most of the next three years in the South Pacific with the Quartermaster Corps.

In 1945 Bill turned in his uniform and joined Allied Adv., Los Angeles, as account executive. He handled such local accounts as Gilmore Stadium, Hollywood Ball Park and Olympic Auditorium. Bill recalls that the acquiring of his first account was so easy he thought the work of an account executive was a snap. (After four years in the business, however, he confesses having changed his mind somewhat.)

After 18 months with Allied, the desire of every young man to have his own business got the better of Bill. In 1947 he and J. W. Milliron, vice president of Milliron's Department Stores, Los Angeles,

(Continued on page 63)

For Profitable Selling
INVESTIGATE

WDEL
WILMINGTON
DELAWARE

WEST
EASTON
PENNSYLVANIA

WKBO
HARRISBURG
PENNSYLVANIA

WORK
YORK
PENNSYLVANIA

WRAW
READING
PENNSYLVANIA

WGAL
LANCASTER
PENNSYLVANIA

NBC AFFILIATES

Represented by
ROBERT MEEKER ASSOCIATES
Los Angeles San Francisco New York Chicago

STEINMAN STATIONS

Open Mike

(*Letters are welcomed. The editors reserve the right to use only the most pertinent portions.*)

R&R Satisfied

EDITOR, BROADCASTING:

. . .You may be sure that I number myself among your weekly readers. You have always done a consistently fine job in reporting the ever-changing radio scene. The accuracy of your reports is not the least of the attributes of your publication. . . .

Willson M. Tuttle
Radio and TV director
Ruthrauff & Ryan
New York

* * *

PI Reply

EDITOR, BROADCASTING:

Knowing how vitally interested you have always been in putting a stop to the ever growing parade of schemers, dreamers and phonies that invade radio, I'm attaching a copy of a letter just dictated and mailed.

Perhaps the fact that radio time sales are now no longer acquired without a little exertion on the part of the local (or network) sales staff accounts for the enormous flood of "P I" offers we have received the past several weeks. Frankly, to us, these "generous offers" smell and frankly, in many, many instances are not only in bad taste but destroy Mr. and Mrs. Average Citizen's opinion of radio in general. . . .

Thomas S. Carr, Manager
WANN Annapolis, Md.

Part of Mr. Carr's letter to:

Olian Advertising Co.
Ambassador Building
St. Louis 1, Mo.:

We have your letter of March 3, 1949, outlining Stark Brothers Nurseries fruit tree offer on a per inquiry basis.

We commend your opinion "that in creating immediate sales, this trial". . . as set forth in your letter. . ."is likely to convert Stark Brothers into a regular user of radio advertising."

In this connection it is interesting to note that all of our advertisers were "converted" to radio in the usual manner, that is, they bought our time at our regular rates.

It goes without saying, that we are in no more of a position to barter the only "merchandise" we have to sell, our radio time; than is Stark Brothers Nurseries to offer free samples in the hope that people will ultimately buy their nursery items.

Since you state that you "have faith in this radio effort" and since radio has countless case histories of success in increasing the sale of many, many products on national, regional and local levels, we invite your attention and that of your client to our enclosed rate card. . . .

* * *

SNAFU

EDITOR, BROADCASTING:

Let's open the mike and have a good objective gripe session . . .

Let me tell you . . . of an ex-sailor, who entered radio back in 1943 . . . The war made it easy . . . he took a flyer at a radio school, and found it to be just what William Stalnaker [BROADCASTING, March 14] stated . . .

This ex-Navy man . . . was hired in the Midwest at $25 per week and . . . found that he was being paid $5 per week more than the other staff members . . .This fellow had something to offer radio and still has, however he learned that the average radio station is owned and operated by men who have let their gray matter go stale by hiring brains instead of using their own, and too most of them have never been radio men . . .

. . . Radio ads can be the best or the worst advertising a man can buy depending upon how he uses it . . . It is very easy to turn a deaf ear to a commercial which has no element of entertainment in it . . .

. . . I know that stations are taking advantage of the GI bill as well as schools . . . I would suggest that a lot of small stations be investigated to see why there is such a tremendous turnover in the radio business . . .

N. J. King

[Editor's Note: Name and address withheld by request.]

* * *

Radio's Bane?

EDITOR, BROADCASTING:

The bane of radio is unequivocably newspaper ownership of many broadcasting stations. The newspaper for many years ruled supreme and unchallenged in the advertising field. With the advent of radio, newspaper interests recognized the birth of a formidable adversary. Albeit, when only one frequency was thought to be available in most localities, newspaper interests obtained broadcasting licenses and installed radio stations in a move to preclude this competition. This condition still obtains in many instances. However, in many places new radio stations have sprung up to compete with the newspaper and its foster child. In an astounding amount of cases where this condition prevails, radio broadcasting is being sold down the river. . . .

Show me a newspaper owned station where, in the final analysis, policy is dictated by station management and not by the newspaper publisher!

Let's do something to divorce radio from newspaper interests.

Malcolm Greep
General Manager
WVJS, WVJS-FM
Owensboro, Ky.

[Editor's Note: There are many differing views on the question of newspaper ownership. We welcome further expression of opinion by those whose reasoning differs from that of Mr. Greep.]

WSIX GIVES YOU THE NASHVILLE MARKET AREA!

NO WASTED COVERAGE

And WSIX doesn't give you too little or too much. For Nashville's retail trade area includes 51 counties. WSIX's daytime audience map includes 60 BMB counties with 25 per cent or more in 48 of these. Mail pull and field strength maps add even more convincing proof that WSIX gives you the Nashville market. Cash in on the $655,888,000* spent yearly here in retail stores alone—via WSIX!

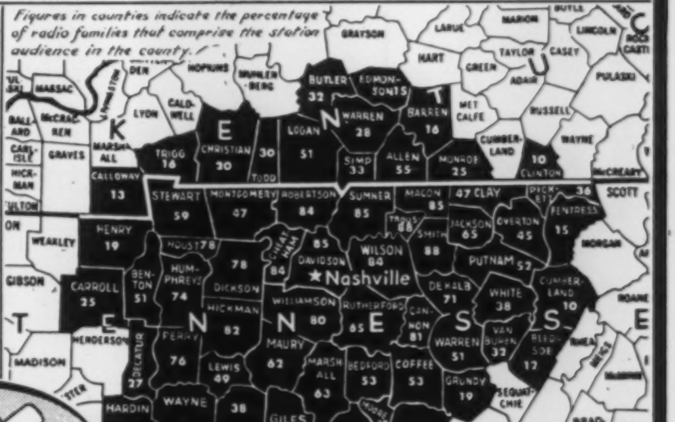
*Projected from Sales Management May '48

BMB STATION AUDIENCE MAP — DAYTIME — BASED ON STUDY NUMBER 1 — MARCH 1946

SUMMARY DATA—DAYTIME
Tabulation by the KATZ AGENCY, INC.

	BMB County Units	1946 Radio Families	BMB Station Audience Families
Home City **Nashville 83%**		**47,850**	**39,810**
Home County **Davidson 85%**		**67,540**	**57,610**
Percentage Levels 80% and over	11	98,290	83,520
70% " "	16	107,030	90,130
60% " "	20	128,750	104,010
50% " "	**29**	**159,060**	**120,030**
40% " "	35	180,260	129,760
30% " "	43	195,490	135,120
25% " "	**48**	**216,800**	**140,900**
20% " "	49	224,490	142,470
10% " "	**60**	**252,610**	**146,690**

Complete BMB County and City Data available on request.



Figures in counties indicate the percentage of radio families that comprise the station audience in the county.

KENTUCKY
TENNESSEE
Nashville
Butler 32
Edmonson 15
Warren 28
Barren 16
Logan 51
Christian 20
Todd 30
Trigg 16
Simpson 33
Allen 55
Monroe 25
Clinton 10
Calloway 13
Stewart 59
Montgomery 47
Robertson 84
Sumner 85
Macon 85
Clay 47
Pickett 36
Fentress 15
Henry 19
Houston 78
Cheatham 84
Davidson 85
Wilson 84
Trousdale 88
Smith 88
Jackson 65
Overton 45
Putnam 52
Carroll 25
Benton 51
Humphreys 74
Dickson 78
Williamson 80
Rutherford 65
DeKalb 71
White 38
Cumberland 10
Hickman 82
Cannon 81
Warren 51
Van Buren 32
Bledsoe 17
Perry 76
Maury 62
Decatur 27
Lewis 49
Marshall 63
Bedford 53
Coffee 53
Grundy 19
Hardin 11
Wayne 50
Lawrence 38
Giles 44
Lincoln 44
Moore 37
Franklin 27
Marion
Hamilton
Sequatchie
Bradley
Grayson
Hart
Green
Taylor
Casey
Adair
Russell
Wayne
McCreary
Scott
Morgan
Roane
Rhea
Meigs
Gibson
Madison
Weakley
Henderson
Lauderdale
Jackson
Lyon
Caldwell
Hopkins
Muhlenberg
Marshall
Graves
McCracken
Ballard
Carlisle
Hickman

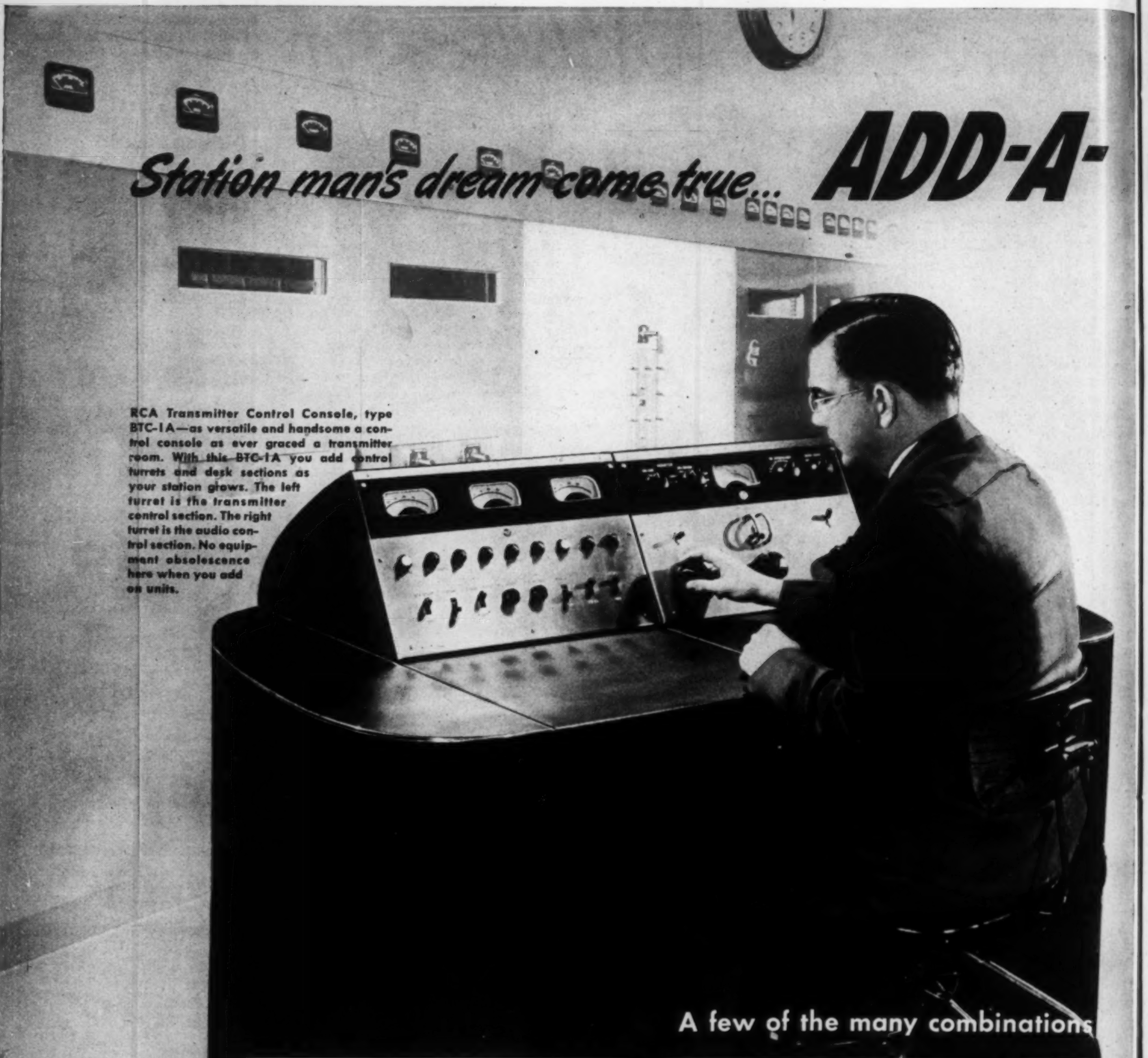
WSIX
The Voice of Tennessee's Capital City
NASHVILLE TENNESSEE

National Representative: The Katz Agency, Inc.

5000 WATTS • 980 KC • ABC

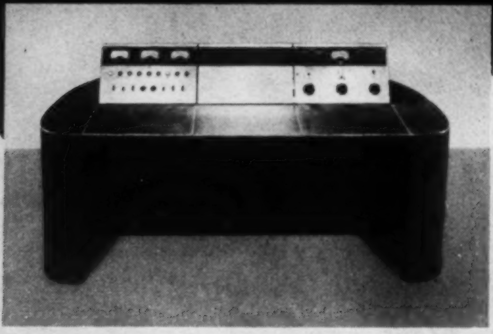
and WSIX-FM • 71,000 W • 97.5 MC

Station man's dream come true... ADD-A-

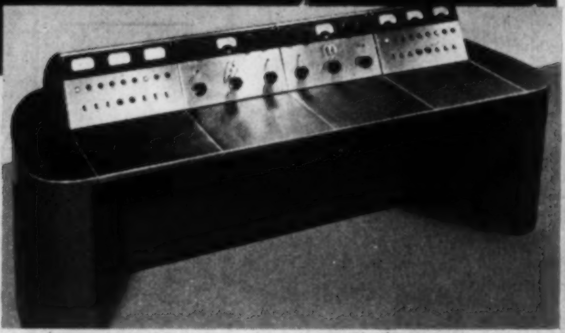


RCA Transmitter Control Console, type BTC-1A—as versatile and handsome a control console as ever graced a transmitter room. With this BTC-1A you add control turrets and desk sections as your station grows. The left turret is the transmitter control section. The right turret is the audio control section. No equipment obsolescence here when you add on units.

A few of the many combinations



BTC-1A Control Console—with transmitter-control turret, audio control turret, and blank turret for additional facilities such as special meters, jack fields, ringdown, etc. Front panels are bottom-hinged. Rear covers are removable.



Typical console set-up for two transmitters, such as: two AM transmitters, two FM transmitters, or one AM and one FM transmitter. The turrets bolt to the desks. Desk sections bolt to each other. Knockouts for the wiring are provided in all desk and turret sections. All meters are recessed behind turret panels.

UNIT Transmitter Control Console

Fits every plant—AM, FM, TV, or any combination

THIS IS THE MOST FLEXIBLE and versatile control console ever engineered for broadcast service. With it you can handle audio mixing and transmitter switching operations in stations using RCA 3-, 5-, 10-, or 50-kw FM transmitters—or RCA 5-, 10-, or 50-kw AM transmitters. And by simply adding units to this basic console, you can also handle audio, video and transmitter switching for any combination of transmitter set-ups—starting with a single AM, FM, or TV transmitter and going to two or more AM and/or FM transmitters *and a television transmitter.*

The BTC-1A starts with the basic unit shown in the picture at the left. It includes one r-f transmitter control turret and one audio control turret—mounted on a two-section desk having removable end-sections.

The *r-f control turret* contains all power control switches and pilot lights for normal operation of the transmitter; transmitter start; transmitter plate voltage; overload reset; time delay by-pass; manual-automatic control; day-night power switching; tower lights; and a spare switch and pilot lamp. And there is mounting space for three remote indicating meters.

The *audio control turret* includes: a standard VU meter and range switch; an 8-position selector switch that permits monitoring all important circuits, a monitor gain control; and individual bridging pads that enable you to equalize the level of the signal sources. Control of six inputs . . . one microphone, a remote circuit or oscillator, two lines, two turntables . . . is handled by three high quality mixers and associated transfer keys.

• • •

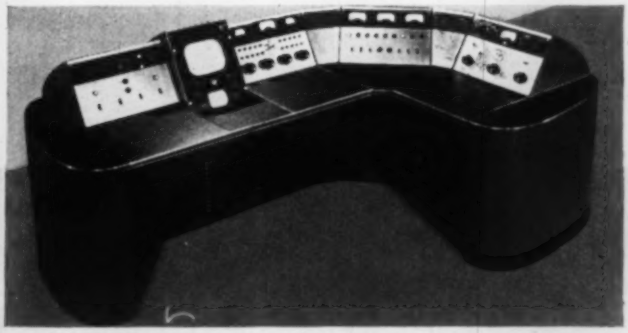
Call your RCA Broadcast Sales Engineer for *all* the details. Or write Dept. 19CD, RCA Engineering Products, Camden, N. J.

The One Equipment Source for Everything in BROADCASTING—is RCA

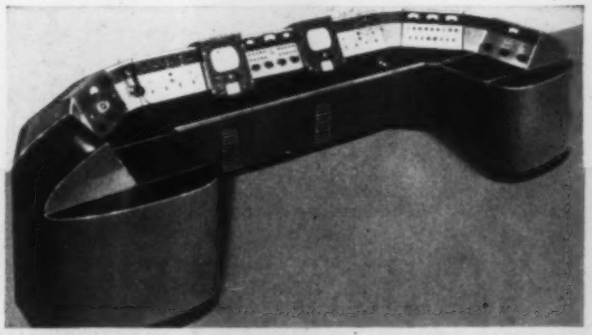
BROADCAST EQUIPMENT
RADIO CORPORATION of AMERICA
ENGINEERING PRODUCTS DEPARTMENT, CAMDEN, N.J.

In Canada: RCA VICTOR Company Limited, Montreal

possible with the BTC-1A console



Typical console set-up for an RCA 5-kw television transmitter, and one AM or FM transmitter. From left to right: (1) TV transmitter control; (2) picture monitor; (3) TV audio monitor; (4) blank turret; (5) AM or FM transmitter control; (6) blank turret; and (7) AM or FM transmitter control.



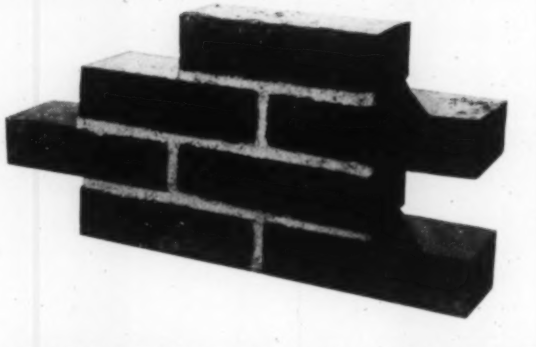
De luxe set-up for combined centralized control . . . AM-FM and TV. Extreme left and right sections are the AM (or FM) transmitter controls. Each includes a transmitter-control, audio-control, and blank wing turret. Center turret controls (for RCA 5-kw TV transmitter) are, left to right: TV power, picture monitor, TV audio, preview monitor, TV program switching.

IT SELLS THROUGH THE AIR

. . . with the greatest of ease!

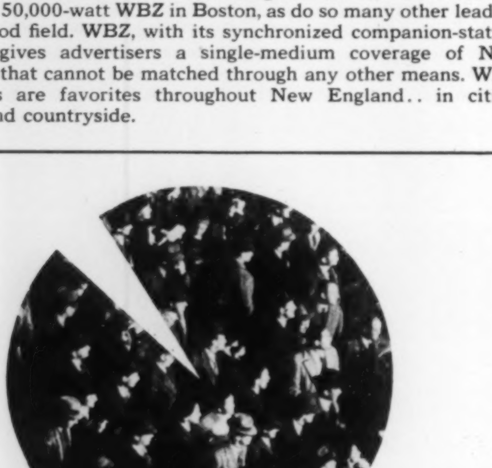
RADIO SELLS MACARONI . .

To promote sales in all six New England states, V. La Rosa & Sons use 50,000-watt WBZ in Boston, as do so many other leaders in the food field. WBZ, with its synchronized companion-station WBZA, gives advertisers a single-medium coverage of New England that cannot be matched through any other means. WBZ programs are favorites throughout New England . . in cities, towns, and countryside.



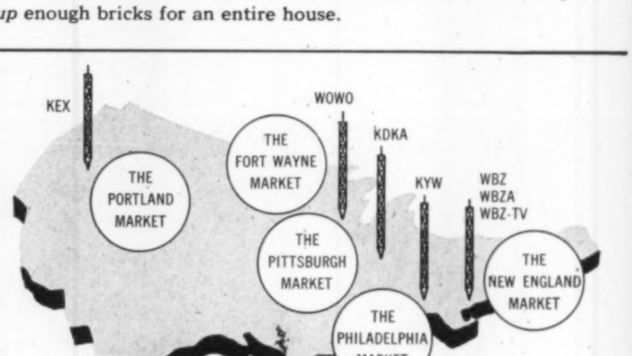
. . AND BUILDING BRICKS!

There's no limit to the list of products that radio sells successfully . . at every hour of the day! For example: a building material supplier in Fort Wayne began to advertise "Masolite" bricks on the 7 AM news period over WOWO. Before the end of the first week, a contractor drove 40 miles from Van Wert, Ohio, to *pick up* enough bricks for an entire house.



RADIO REACHES 94% of all the

families in these United States. That's the *average* figure on set-ownership, including farm and rural areas as well as city and suburban markets. Radio reaches all these people effectively and *quickly.* With radio, you can keep your sales-story up-to-the-minute . . reflecting day-to-day changes in market conditions and selling strategy. You can broaden your advertising coverage *instantly,* as you expand your distribution.



WESTINGHOUSE STATIONS

reach areas in which one out of every eight American families lives. This figure is conservative, too, for *new* audience-areas have recently been added by a tenfold increase in power at KEX, Portland (now 50,000 watts) . . by new and more effective transmitter towers at KYW, Philadelphia . . and by a new and more powerful FM transmitter at KDKA, Pittsburgh. You always get an "extra" with your program on a Westinghouse station!

WESTINGHOUSE RADIO STATIONS Inc

KDKA • KYW • KEX • WBZ • WBZA • WOWO • WBZ-TV

National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales

BROADCASTING
TELECASTING

Vol. 36, No. 13 WASHINGTON, D. C., MARCH 28, 1949 $7.00 A YEAR—25c A COPY

BUDGET DOLLAR

What Are We Getting? Advertisers Ask

By J. FRANK BEATTY

ADVERTISERS who buy three-fourths of all national advertising want to know what they are getting for their radio dollars—and television too.

This insistence on a yardstick of radio and television values was stressed all through the spring meeting of the Assn. of National Advertisers held Wednesday through Friday at the Homestead, Hot Springs, Va. Within a few weeks ANA will start an investigation of the whole radio and television rate and audience problem.

Individual advertisers were almost unanimous in their desire for new, more complete and easier-to-use research material showing how many people listen to radio and look at television programs. Most of them spoke highly of the pioneering work of BMB. They showed faith in the second BMB study, though conceding it has weak spots. But they also agreed that something new and better must be produced by the electronic media for the benefit of those who buy time.

BMB Favorably Discussed

Radio-minded advertisers spoke favorably of the BMB coverage studies and the trail-blazing efforts of BMB's officers. While conceding the existence of flaws in BMB, they figure that whatever comes next in radio research will have its share of soft spots.

Advertisers attending the meeting, and technical speakers who addressed them, accepted the premise that market and research studies leave much to be desired. They are trying to improve their use of these diversified and often unrelated data, and at the same time are demanding constant progress in the factual services and in their application to advertising.

The idea of a complete and coordinated radio research service operated and financed by broadcasters aroused interest among ANA members, who have been thinking about the matter for some time. ANA's new Radio and Television Committee is making preliminary plans to start a complete study of the medium as proposed last winter by the Association's board [BROADCASTING, Feb. 21].

One advertiser, speaking of BMB's study No. 1, termed it "the only significant station and network measurement of audience coverage we have had. With the improvements which are contemplated for No. 2 study, the data will be more useful and more reliable than ever."

Actually there are two approaches to the idea of a coordinated research service as discussed by ANA members. First is the plan advanced at several NAB district meetings last summer—an industry-financed and operated coverage and audience service in which advertisers and agencies probably would serve in an advisory capacity.

Second idea discussed by advertisers is to have the Advertising Research Foundation operate such a service. This foundation is jointly financed by ANA and the American Assn. of Advertising Agencies, with media putting up the money for specific studies.

Financing Responsibilities

ANA and AAAA pay general ARF costs and finance experimental studies but when specific projects are undertaken the affected media put up the money. ARF's specific studies are conducted on a tripartite basis, ANA, AAAA and the medium in each case having one third control, just as in the BMB studies. Thus far ARF has not undertaken any broad studies affecting radio.

The ANA interest in television reached a peak at the Thursday morning session. For the only time during the three-day meeting practically every seat in the large auditorium was filled.

Billed as "A Solid Session on Television," the meeting was led by Walter Lantz, of Lambert Co., New York. First to tackle the job of explaining the TV problem to advertisers was Walter Craig, vice president in charge of radio and television, Benton & Bowles, New York.

"We're entering a brand new world, with new troubles," he warned. Reliable audience and coverage data are not yet available in TV, Mr. Craig said, nor can advertisers find adequate information on basic costs, rate practices and contracts, extra charges and time costs. An

(Continued on page 34)

SPEAKERS from related fields, including television and representatives, took part in ANA proceedings last week. Around table at Homestead are (l to r): Del Everett, market research director, Ford Motor Co.; W. W. Heusner, market research director, Pabst Sales Co.; Don Kearney, Katz Agency television department; Walter P. Lantz, Lambert Co.; Dr. Alfred N. Goldsmith, radio and TV consultant; Al Lehman, managing director, Advertising Research Foundation; Ben Donaldson, Ford advertising director; Gordon Eldridge, Ford advertising manager.

LIGHT CUTBACKS

Advertising Holds Own

ONLY a very small number of the nation's advertisers have cut their advertising budgets this year, and half of all companies in both consumer and industrial goods fields expect budgets to be higher than last year, according to a survey of members conducted by the Assn. of National Advertisers.

An encouraging outlook for the year was given in the survey. Fewer than a third of the 128 ANA member companies studied in the survey expect volume of sales to drop this year. This trend is more apparent among smaller firms, with companies doing over $50 million a year volume much more optimistic.

The profit picture for the year is even better, the survey shows. Only 10% of the consumer and industrial goods advertisers see a poor profit outlook this year, and again the larger companies are more optimistic. All but one large company estimated 1949 profits as fair or good.

Half of the companies in both the consumer and industrial field classes expect advertising budgets in 1949 to be higher than a year ago. In some cases, where a loss in sales volume is anticipated, the advertising budgets are increased.

In the consumer goods field only 13% of smaller companies have thus far cut advertising volume and 9% of large companies. Only 10% of small companies expect any 1949 advertising budget cuts and in the case of large companies a mere 3% anticipate reductions.

Over half of the small companies, 53%, expect to increase advertising this year and 47% of large companies anticipate increases.

How's Business? A 'Broadcasting' Study of the Economic Climate

By ROBERT B. LUCE

CURRENTLY prevalent are disquieting economic ups and downs which could be summed up in one word, "competition", returning after a long absence. Call it buyer's market, disinflation or levelling off, it points to a new direction in business conditions for 1949.

At regular intervals, as conditions warrant, BROADCASTING, will report on the economy—with special attention to things buyers and sellers of time need to know about business everywhere.

The jitters which gripped business shortly after the turn of the year have not yet proved to be a well-founded case. There are symtoms of a change in economic climate, but by March nothing in the way of a recession has developed.

Employment is dropping off. Latest figures showed 3.2 million unemployed Feb. 12, but, at that date, the number of people working was equal to February of 1948. The labor force had expanded in the year. Ewan Clague, chief of the Bureau of Labor Statistics, said on a CBS broadcast that the normal business upturn in April should bring employment back above the 60 million level.

Purchasing power has suffered no comparable drop. The national paycheck for January was bigger than the same month last year, running at an annual rate of $136 billion, $8.6 billion above the annual rate in January 1948. Although employment has dropped, jobless payments of more than $400 million have helped to cushion the effect of unemployment.

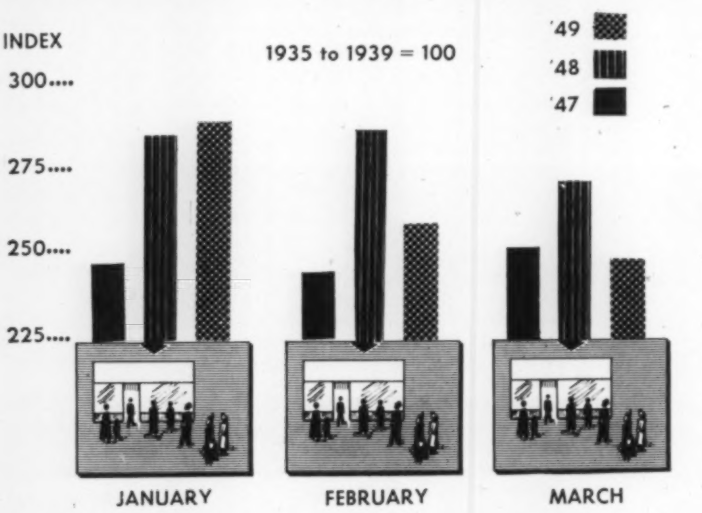
ROBERT B. LUCE, BROADCASTING research editor, started his radio career as a page boy at NBC, New York. He graduated as an economics major from Antioch College. He has done economic research and writing for Robert R. Nathan Associates, the Kilgore Committee, and international statistical conferences.

Sellers are uneasy these days. The six golden years of the seller's opportunity will not be prolonged into a seventh, most economists agree.

Department store sales (See chart) are running about 9% below the comparable period last year. With a later Easter this year, these figures may not be an accurate guide to the first quarter's business. It is significant in the sense that for the past three years, as goods have become available, sales have been increasing steadily up to 1949.

February retail sales were estimated at $8.9 billion, $600 million below January, but just a shade under the February 1948 total. Durable goods stores sales index was above February 1948 at 376 (1935-39=100), and non-durable goods store sales were slightly below the same month in 1948.

DEPARTMENT STORE SALES INDEX



* * *

Independent stores as a whole report a 3% decline in dollar sales for February 1949 compared to February 1948 and a 5% drop below January 1948 in January 1949. Hardest hit were farm equipment dealers, lumber and building materials dealers, feed stores, farm and garden suppliers, photographic suppliers and fuel and ice dealers. Men's apparel was above the previous year—women's apparel was off about 3%. The food group as a whole was down 4% as housewives turned more and more to supermarkets and chains where prices average lower.

Relation of sales to inventories was still safe in most lines. But pile-up on shelves was reported in durable goods stores, particularly heavy household appliances, house furnishings, hardware, women's clothing and automotive suppliers. Aggressive advertising in the local markets could be utilized to clear some of these overstocked stores, and radiomen should be able to help considerably in this task.

Drug Sales

Drug sales set a record for January with trading of $299 million. Chain drug sales were exactly even with the previous January, but independents showed a $4 million rise over last January's total.

Question for broadcasters is—How will advertisers react to new and more competitive selling conditions? NRDGA survey reports this: Most stores plan to increase promotion budgets about 5% in 1949, and expect a 1949 sales total 5% above 1948.

Price level shows flattening out. No one knows how lower prices will affect sales. Demand may be increased considerably as consumers find good quality bargains they've been waiting for since war's end. Spring selling, at lower prices, may exceed last year's spring business which was conducted at high price level.

Despite break in grain prices, farm income has suffered only slightly. January and February cash receipts were above first two months of 1948. For 1948 farm incomes showed a 2% decline, the first such drop since 1939. Picture is not nationwide, however, Louisiana, Arkansas, Mississippi, Alabama and Montana showed an increase of 10% above 1947. Other states through the corn & wheat belt, Indiana, Illinois, Iowa, Nebraska, South Dakota and Kansas, showed 1% to 4% declines.

WCBS New York's 7:45 a.m. news series, featuring Harry Clark, will have as thrice-weekly sponsor Bond Stores. Arrangements are completed by (seated, l to r)—Barney Ruben, Bond president, and Mr. Clark and (standing) G. Richard Swift, WCBS general manager, and William Rogow, Neff-Rogow agency.

April will show more clearly where 1949's business is heading. From broadcasters' standpoint no serious revenue decline is foreshadowed by anything that has yet appeared in the economy. But it's not as easy to predict a good year as it was in March of 1947 and 1948.

DAYLIGHT TIME

Networks Readying for It

THE FOUR major networks last week polished their operational plans to cope with the annual headache of daylight saving time.

All four reported they would repeat the complex scheduling—in force last summer—of delayed broadcast by transcription to insure the arrival of programs at accustomed hours.

With minor variations, ABC, CBS, MBS and NBC will invoke systems of feeding delayed broadcasts to those regions which remain on standard time, thus avoiding the necessity for wholesale rescheduling of programs by stations.

Central transcribing points will be established by all networks. At these points broadcasts will be transcribed for re-transmission to standard time zones an hour after the live program has been fed to daylight time zones.

The system will require the networks to buy extra lines. Mutual must take 1,000 miles of added facilities and other networks only slightly less.

Daylight time begins April 24 and ends Sept. 25.

N. J. MEET

Pryor Featured Speaker

THE NEW JERSEY Broadcasters' Assn. held its spring meeting at the Marlboro-Blenheim Hotel, Atlantic City, March 26. Representatives from 18 of New Jersey's 21 stations were present.

Arthur Pryor, vice president in charge of radio at BBDO, spoke on the future of small stations in the next decade.

James L. Howe, general manager of WCTC New Brunswick and president of the association, led a discussion of the group's plans for the coming year's program. Paul Alger, WSNJ Bridgeton, is vice president, and Roland Trenchard, WAAT Jersey City, is secretary-treasurer of the state broadcasters' group.

DISTRICT 1

Transcription Practices Criticized at NAB Meet

PROBLEMS besetting broadcasters were given a thorough thrashing out at an all day session of the District 1 (New England) meeting of NAB at the Hotel Somerset, Boston, March 23. It attracted the largest single gathering of radio people in the area.

Highlights of the meet included:

- Charges by Milton Meyers, WWCO Waterbury, Conn., that the transcription library practice of renting rather than selling their services to stations should be studied.
- Explanation by Dr. Kenneth H. Baker of the financial structure of BMB.
- Maurice Mitchell, NAB director of broadcast advertising, pointed out reasons why the retailer is now radio's number one customer.
- The All-Radio promotion film will be ready for presentation to stations by fall, Herbert L. Kreuger, commercial manager of WTAG Worcester, and member of the All Radio Presentation Committee, announced.

Dr. Baker, in his first public appearance as newly appointed acting president of BMB, explained to the more than 150 broadcasters the financial structure of BMB and emphasized wider scope of the second study to be produced sometime in October 1949.

Advance Payments

Dr. Baker intimated that at April NAB convention stations will be approached regarding possibility of advancing their subscription payments for the latter half of 1949 since the greater part of this income is needed now to conduct and publish the study. New study, he said, will differ from 1946 version in which chief complaint was that measurement was too gross and restricted entirely to once a week listening. Dr. Baker said that the present study will allow listener to indicate a greater frequency of listening than merely once a week. He also explained to the group the background of the telegram sent to BMB subscribers asking them to underwrite their share of the tax liability which is now pending and which, it is anticipated, will be decided in favor of BMB.

Other speakers at sessions included Richard P. (Dick) Doherty, director of employee-employer relations of NAB; Carl Haverlin, president of BMI, and Mr. Mitchell, director of broadcast advertising, NAB. Harold E. Fellows, general manager, WEEI Boston, and first district director, presided.

Mr. Mitchell, speaking at the luncheon meeting held in conjunction with Radio Executives Club of Boston, emphasized that the retailer, now radio's number one customer, has realized that radio today is the voice of the advertiser and has jumped feet first into spoken advertising. Causes of this swing, he said, was radio's growth and development, changes in retailing, deterioration of newspapers and changes in our way of life. Demonstrating radio's growth, he gave as figures 2,619 stations including FM and TV, 77 million AM radios plus 3 million FM and 1 million TV sets in 1949, over 37 million U. S. families having at least one radio. He pointed to fact that 94.2% of all families in the country now have radios in their home and that average daily listening in radio homes is 5¾ hours.

Changes in retailing, too, have been responsible for the swing to broadcast advertising. Trading areas have changed. People have been moving away from the cities and printed media fails in suburban areas. So, the retailer has had to find a new medium. Also, we now have a buyers market. People, formerly in low income groups, now have money to spend. They're buying radios and buying what they hear on the radio.

Another factor in the swing to spoken advertising, Mr. Mitchell said, was the deterioration of newspaper circulation while the number of radios increased from 73 million to 77 million between Jan. 1, 1948 and Jan. 1, 1949.

"In addition," Mr. Mitchell said, "we now have a new generation of advertising men who are not afraid of radio and who believe in it as the basic advertising medium. A new generation of people who listen to the radio has grown up, and the retailer must think of this generation."

Cites Advantages

Advertisers who use radio, he pointed out, can select their editorial frame, can surround their advertising message with that frame, and so get credit for the editorial content. "They get techniques peculiar to radio—a living voice, warmth, sales statements in person and dramatization. Radio creates pictures in the mind, its selling pitch can come at the psychological moment, as for example, by reaching the housewife at the point of use and time." An NAB study of successful techniques in radio to get maximum results, he said, has resulted in the following five-point plan: (1) Have an objective. Before you set your budget, know who you want to talk to and what you want to say. (2) When you decide, use the beamed program technique. If you're talking to teen-agers, beam your program to that particular group. Fire your rifle at the target you want to hit. (3) Advertise in-demand merchandise and strong lines. Seventy percent of a retailer's volume is on 30% of his stock, so those are the goods to promote. (4) Have the right kind of copy to do the job. Copy should be specific; it should be truthful and believable. It should make a direct action bid.

(Continued on page 42)

* * *

DR. KENNETH H. BAKER (l), newly appointed acting president of BMB, receives congratulations from Harold E. Fellows, WEEI Boston general manager and NAB District 1 director.

DISC PROPOSAL

ET Manufacturers Wary of Idea

REACTION of transcription companies to the proposal that ET libraries be sold instead of leased was uniformily unfavorable, although many of the major companies withheld quotable comment until they could study the text of the NAB District 1 resolution. (See story this page.)

Their first reaction, however, to the resolution could be summed up in one word, "unrealistic."

Several executives expressed the opinion that it was not economically feasible to sell the libraries, would hurt the stations in the end and finally bankrupt the libraries.

Daniel R. Goodman, vice president of Harry S. Goodman Radio Productions, New York, said that many stations could not afford the large payments which would be required if a library had to be purchased, that a station would lose the monthly servicing which is part of the lease agreements, that a station wouldn't have the flexibility in its service it now has since it can economically switch from one service to another when it finds that the library leased is not as suitable as another.

He also added that from the transcription company's standpoint, an outright sale policy of all library material would mean the end of their business in a very few years. This would occur, he explained, because the possible market for libraries is so small that it could be sold out relatively quickly.

FLAMM SUIT

Re-Trial Postponed to May

RE-TRIAL of the suit brought by Donald Flamm, former owner of WMCA New York, against Edward J. Noble, now chairman of the board of ABC, was postponed from last Tuesday to May 16 to give counsel on both sides further opportunity to prepare their cases.

The original trial in New York Supreme Court resulted in a $490,500 award to Mr. Flamm, who charged that Mr. Noble coerced him to sell the station. The appellate division reversed the decision and ordered a new trial.

HOMER GRIFFITH

Joins KDYL Salt Lake City

Mr. Griffith

HOMER GRIFFITH, former head of Homer Griffith Co., Hollywood, national representative firm, has joined the sales executive staff of KDYL Salt Lake City. Announcement was made by S. S. Fox, president and general manager of the International Broadcasting and Television Corp., KDYL licensee.

Mr. Griffith has been in radio more than 20 years. He was first identified with the industry as the originator of *The Friendly Philosopher* show and later in the station representative field.

MacAndrew Named

JAMES F. MAC ANDREW, for the past several years teacher-in-charge of New York's Board of Education broadcasting station, WNYE, was last week named director of broadcasting, at a yearly salary of $7,500.

BLACK PLAN

Beamed Radio Campaign Termed Success

REFLECTING on the awards for outstanding retail radio campaigns of 1948, judges of the radio contest of the National Retail Dry Goods Assn. were somewhat surprised to discover that four awards—two firsts, a second and an honorable mention—had gone to the James Black Dry Goods Co. of Waterloo, Iowa [BROADCASTING, Jan. 17].

Black's *RFD 1540* had been judged best of all programs of general family appeal entered by stores in the medium size class, annual sales ranging between $5 million and $15 million. The other three Black programs won their honors in competition with all other stores, regardless of size: *Grant Price and the News* ranked first among all men's programs; *Neighbors' News* ranked second among farm programs, and *Music for Moderns* won an honorable mention in the teen-age program class.

The NRDGA judges were properly concerned only with the radio achievements of 1948. Their criteria were the individual programs submitted in each category and the success of these programs in selling merchandise and building good will for their sponsors among the listeners at which the programs were directed. But had the 1948 judges looked back at the awards made by NRDGA contest committees in previous years, they would have been even more surprised to find these same programs of Black's among the top winners each year.

Wins Awards

In 1946, when NRDGA started its radio awards, *Music for Moderns* won a first award in the teen-age program category. *RFD 1540* was voted a special overall grand prize as the best program of any type entered by any store that year. The 1946 contest was limited to two entries per store.

The following year Black's made only one entry, *Neighbors' News*, which the 1947 judges selected as the best farm program submitted by any store, regardless of size.

The consistency with which Black's programs have outranked those of other retailers is no happenstance. It is based on a long-term radio plan adopted by the store in 1945. A major part of this plan is the complete cooperation Black's has had from KXEL Waterloo, station broadcasting Black's entire radio schedule.

Before 1942, when KXEL went on the air as Waterloo's first station, Black's radio expenditures were negligible, a few hundred dollars a year for announcements on a nearby regional station. Under KXEL's energetic tutelage Black's learned the value of the consistent use of radio and, in the spring of 1945, the store embarked on a long term program of radio advertising. Walter L. Dennis, radio and television director of Allied Stores, nationwide organization of 81 independently operated retail stores to which Black's belongs, helped develop the campaign.

Starting with the two Monday-through-Saturday quarter-hour programs Black's was sponsoring on KXEL, a noontime woman's program and a late evening newscast, the new plan called for the addition of a daily early morning program. This was aimed at the entire family and a half-hour once-a-week evening program for teenagers. Within weeks the midday program had been changed to *RFD 1540*, a program of farm news, market reports and the like, written and broadcast by KXEL's farm director. Not long after another farm news program, *Neighbors' News*, was substituted for the organ music originally used in the early morning period. Like *RFD 1540*, the *Neighbors' News* programs are prepared and broadcast by the station's farm director.

To implement its radio plan, Black's created the new post of radio director, now ably filled by Miss Kathryn Fillos. Her primary function is to serve as liaison between the store and the station, maintaining close contact with the personnel of the individual departments whose merchandise is to be advertised and the KXEL personnel involved in Black's programs and commercials.

Miss Fillos also has the responsibility for promoting the programs among the store's employes as well as the public, for giving radio-advertised merchandise the proper point-of-sale reminder promotion and generally for making every sales person and customer of Black's constantly aware of the store's radio activities. She is also charged with keeping a continual check on the results of broadcasts.

In all of its programming, Black's follows the beamed program technique. Each program is designed to aid a specific store advertising objective by aiming its appeal at a specific group of listeners who may be presumed to be good prospects for the merchandise advertised on that program.

Each program is given one job at a time and enough time to do it well. Merchandise of a single department is advertised on a program for an entire week, or longer. The commercials on any broadcast are concentrated on a single article or group of related items. Merchandise advertised on the air is good merchandise, priced fairly. Black's uses radio to sell salable merchandise, not as a high pressure device for getting rid of merchandise which never should have been stocked.

Salesuccess

(One of a Series)

Black's files are crowded with records of the sales successes of its programs. A shipment of tulip bulbs from Holland reached the store late one afternoon, too late for a newspaper ad. A short commercial was put on that night's newscast and the following morning the bulbs were sold out.

Newspaper advertising sold two white squares decorated with school insignias in a week; the following week they were featured on *Music for Moderns* and 26 were sold.

Foster Appearance

Jane Foster, Black's personal shopper, appeared for a week on *RFD 1540*, described materials, notions and patterns on sale. She urged her listeners: "This week, sew and save at Black's." That week's sales of woolens topped sales of the preceding week by 75%; rayon sales were up 44% and cotton sales 116%.

Invitations on *Music for Moderns* for kids to drop requests for records to be played on the program in a box in Black's record department boosted record sales phenomenally.

More indicative of the overall, day-in-and-day-out sales power of Black's radio activities are the figures for the store's sales during the first year of the present radio plan. Records of all departmental radio campaigns were carefully kept from July 1945 through June 1946. They show that Black's beat the Federal Reserve average sales figures for that district by a substantial margin.

But direct sales results were not all that Black's expected from its radio endeavors. It wanted to extend its trading area further into central and northeastern Iowa, to increase its mail order business and to identify Black's as the store with "everything for all members of the family." Radio has achieved these objectives.

Testimonials

Paul Pahl, Black's sales promotion manager, said: "Radio advertising has made Black's known to thousands of people throughout the State of Iowa who were not formerly acquainted with the store." The store's managing director, E. E. Baily, stated: "We have found KXEL not only a satisfactory medium for motivating the sale of merchandise, stimulating inter-department sales interest, but most valuable in pushing back the trading boundary lines which have naturally followed the influence of the other advertising media used by Black's."

Probably the best testimonial to the overall success of Black's radio plan is the simple fact that the day-to-day broadcast schedule instituted in the spring of 1945 is still being followed today, nearly four years later. James Graham, store president, now retired, summed it up when he said: "Radio is here to stay at Black's."

* * *

NRDGA award for Black's radio activities is received by Miss Fillos, flanked by Mr. Dennis (l) and Joe DuMond, KXEL Waterloo president.

STATION MORTALITY

Economic Pressure, TV Biggest Factors

By LARRY CHRISTOPHER

ECONOMIC pressures and uncertainty about the future are indicated as major factors underlying increased withdrawals in all three phases of broadcasting—AM, FM, TV.

According to an informal survey of station deletions, withdrawals for the first three months of 1949 include eight AM outlets, 46 commercial FM authorizations and two TV permits. Deletions for the same period last year totaled 16 AM, 22 FM and one TV while for all of 1948 the drop outs totaled 53 AM, 130 FM and two TV.

The television permittees who already have turned in their authorizations so far this year, WVTL (TV) Utica and WAGE-TV Syracuse, N. Y., did so because of the shadowed economic and engineering future in that field.

A third, WUTV (TV) Indianapolis, owned by William H. Block Co., has filed petition with FCC seeking dismissal of its request for additional time to construct its facilities. The firm indicated in the petition it "does not desire to enter into the broadcasting business."

Earlier an application was filed for consent to sell WUTV to WIRE Indianapolis at cost [BROADCASTING, Feb. 21], to make television "available to Indianapolis . . . at an earlier date than will be possible otherwise," the petition said. But "it appears that the Commission's insistence upon a hearing" first on the bid for additional time to construct WUTV "would nullify any possibility of early completion and operation of a television station" there.

In the AM field economic pressures also are taking their toll. KRKN Fort Smith, Ark., 250 w fulltime outlet on 1230 kc, ceased operations March 15 and has been granted deletion of its license. Owned by Arkansas-Oklahoma Broadcasting Co., KRKN went off the air "because it is economically unsound to compete with three other stations in a city of 50,000 people with such a sparsely settled trade area," C. B. Randall Sr., president, related. Equipment has been sold to KSFA there.

Home Broadcasters Inc., Logansport, Ind., last week was granted cancellation of its permit for 500 w day on 1570 kc. Granted early in February, authorization was turned back because a full-time outlet had been granted since the request was filed and the city cannot support two outlets, firm said.

Another operating station—KABR Aberdeen, S. D.—also has advised the Commission it is turning in its license April 1 for economic reasons [BROADCASTING, March 14]. A regional MBS outlet, KABR was established in 1935.

WKOB North Adams, Mass., was granted deletion of its license in early February and has ceased operation. A suit in equity was brought last week in Massachusetts against the station's owners, doing business as Citizens Broadcasting Co.

The withdrawals in the FM field have been stimulated by a number of factors most of which are based upon economic uncertainty and television. Further, the FCC appears to be getting into full swing in its policy to squeeze the "water" out of the FM field. Denials of additional time to build FM outlets are becoming more frequent.

Permittees who seek additional time to build their facilities are now being advised by the Commission in many cases to "re-examine your position, and if you conclude that you are unable to proceed with immediate construction of your station that you request the Commission to vacate your construction permit." A deadline date for reply is given in each case and if notification is not received "it will be considered that you do not desire to prosecute your application further and the application will be dismissed for failure of prosecution pursuant to Section 1.381 of the Commission's Rules."

The majority of those who received these letters have turned in their permits, one FCC spokesman said.

To date this year 10 permits and one conditional grant have been turned in with specific citations that economic factors were responsible. Eight permits and one conditional grant were returned because of television. Similarly eight permittees and one conditional grantee withdrew and gave no reason at all for their actions. Eight permits also have been forfeited by the FCC for failure to prosecute. Four permits were returned because companion AM service was still to be granted.

The television stations granted deletions so far this year, with reasons therefore and effective dates for cancellation, include:

WVTL (TV) Utica, N. Y.—Utica Observer Dispatch, CP for Channel 3 (66-72 mc), Jan. 27. Economic and engineering uncertainty in future of television.

WAGE-TV Syracuse, N. Y.—WAGE Inc., CP for Channel 10 (192-198 mc), Feb. 16. Technological and economic uncertainty in future of television.

The standard station deletions:

KVNC Carson City, Nev.—Ralph Morgali tr/as The Voice of Nevada's Capital, CP for 250 w fulltime on 1450 kc, Jan. 27. Forfeited.

KYSC Yuma, Ariz.—Yumesa Broadcasting Co., CP for 1 kw fulltime on 1190 kc directional, Feb. 2. Forfeited.

WLBW Lynchburg, Va.—Hill City Broadcasting Co., CP for 250 w fulltime on 1230 kc, Feb. 3. Forfeited.

WKOB North Adams, Mass.—Citizens Broadcasting Co., license for 250 w day on 860 kc, Feb. 8. Economic. Suit in equity begun March 21 by James A. Whitney of North Adams against co-partners George W. Fisher, John T. Ward Jr., Joseph R. Trott Jr. and Everard S. Cureton Jr.

KFRE Fresno, Calif.—J. E. Rodman, license for 250 w fulltime on 1340 kc, March 6. Deletion in accordance with condition attached to March 11, 1948, grant of power boost to KTKC Visalia, Calif., and move to Fresno and merger of Rodman and KTKC interests [BROADCASTING, March 15, 1948].

KRKN Fort Smith, Ark.—Arkansas-Oklahoma Broadcasting Corp., license for 250 w fulltime on 1230 kc, March 15. Economic; market of 50,000 population unable to support four AM outlets.

WONO Oneonta, N. Y.—Oneonta Broadcasting Co., CP for 250 w day on 1110 kc, March 16. Application indicated no intention to build outlet at Oneonta. In lieu same group under name of Saratoga Broadcasting Co. was granted CP for 250 w day on 900 kc at Saratoga Springs, N. Y.

Logansport, Ind.—Home Broadcasters Inc., CP for 500 w day on 1570 kc, March 17. Economic; applicant said city can't support two stations. Before application had been processed, another AM station was granted there.

The FM station deletions:

WIFM (FM) New Rochelle, N. Y.—Radio New Rochelle Inc., CP, Jan. 4. Economic.

WCYB-FM Bristol, Va.—Appalachian Broadcasting Corp., CP, Jan. 4. Economic.

KFBA (FM) Cheyenne, Wyo.—Frontier Broadcasting Co., CP, Jan. 5. No reason given.

KRCN (FM) Riverside, Calif.—Riverside Broadcasters, CG, Jan. 10. Economic.

WKLX-FM Lexington, Ky.—Fayette Broadcasting Co., CP, Jan. 10. Economic.

WJIM-FM Lansing, Mich.—WJIM Inc., CP, Jan. 10. Television.

WREC-FM Memphis, Tenn.—Hoyt B. Wooten d/b as WREC Broadcasting Service, CP Jan. 12. Television freeze; combined FM-TV planned.

WKAL-FM Rome, N. Y.—Copper City Broadcasting Corp., CP Jan. 12. Survey showed little public interest in FM, much in television.

KRNA (FM) Okmulgee, Okla.—Donald W. Reynolds, CP, Jan. 13. No reason.

WIRE-FM Indianapolis—Indianapolis Broadcasting Inc., CP, Jan. 18. No reason.

WNYS (FM) Nashville, Tenn.—Nashville Radio Corp., CP, Jan. 18. No reason.

WWDX (FM) Paterson, N. J.—Passaic, N. J., Daily News, license, Jan. 18. Deleted in fulfillment of condition to grant of purchase by Daily News of WPAT (AM) and WNNJ (FM) Paterson [BROADCASTING, Dec. 20, 1948].

KVMR (FM) McAllen, Tex.—Valley Evening Monitor Inc., CP, Jan. 19. Economic.

KVRO (FM) Brownsville, Tex.—Brownsville Herald Pub. Co., CP, Jan. 19. Economic.

WBIX-FM Rome, Ga.—Rome Radio Broadcasting Co., CP, Jan. 27. Forfeited.

KSRO-FM Santa Rosa, Calif.—Ruth W. Finley, CP, Feb. 1. Economic.

WITE (FM) Bridgeport, Conn.—The Bridgeport Herald Corp., CP, Feb. 1. Economic; television.

KGKL-FM San Angelo, Tex.—KGKL Inc., CP, Feb. 1. Transmission facilities unavailable for about year at proposed site.

KOKH (FM) Oklahoma City—Board of Education, noncommercial CP, Feb. 1. Economic.

KCRN (FM) Palo Alto, Calif.—Cardinal Broadcasting Co., CG, Feb. 7. No reason.

WHIZ-FM Zanesville, Ohio—Southeastern Ohio Broadcasting System Inc., CP, Feb. 7. Survey showed FM enthusiasm waning and being replaced by tremendous desire for television.

WMHC (FM) Indianapolis—William H. Block Co., CP, Feb. 10. Uncertain

(Continued on page 49)

BMB

Committee Appoints Baker Acting President

IN AN unexpected move which hastened the departure of Hugh Feltis, resigned president of Broadcast Measurement Bureau, the BMB executive committee last Tuesday appointed Dr. Kenneth H. Baker as acting president, effective immediately.

Mr. Feltis' resignation was originally announced as effective April 15. He is leaving to become general manager of KING Seattle.

The sudden elevation of Dr. Baker, who is NAB director of research on loan to BMB, was announced without amplification by a representative of the American Assn. of Advertising Agencies, one of the participants in the tripartite research organization.

Inquiries as to details of the appointment were directed by BMB staff members to the AAAA. At AAAA details were not available. A press release subsequently distributed on BMB stationery but prepared by the AAAA added that "further details of the BMB reorganization will be announced soon."

Referred to AAAA

Mr. Feltis, reached as he was clearing his desk Wednesday, had no comment to make upon the executive committee's action. He too referred inquiries to the AAAA, specifically to its president, Frederic R. Gamble, who is a member of the executive committee.

Meanwhile, in Washington, NAB President Justin Miller attached no special significance to Mr. Feltis' sudden departure. In a statement at NAB headquarters, he explained that the outgoing BMB president had requested early leave so that he might assume his duties at KING immediately at the request of Mrs. A. Scott Bullitt, president of KING, which went to 50 kw last year. Judge Miller said he told Mr. Feltis that, accordingly, he would make necessary arrangements with BMB's executive committee.

The NAB president said further that he, Mr. Feltis and Mrs. Bullitt had lunched together in Washington, prior to the New York meeting, at the request of the outgoing BMB president. Judge Miller produced a letter from Mr. Feltis thanking him for his consideration

(Continued on page 36)

NBC'S REPLY

To CBS Leadership Claims

NILES TRAMMELL, president of NBC, last week issued a slam-bang answer to a letter circulated recently by Frank Stanton, CBS president, who claimed leadership for CBS in many aspects of broadcasting [BROADCASTING, March 7].

Mr. Trammell's letter was sent to advertisers and agencies, as was Mr. Stanton's. Following is a portion of Mr. Trammell's letter [Italicized parts are the CBS statements, as listed by Mr. Trammell]:

In the words of the late Al Smith, "Let's look at the record."

You have undoubtedly received a widely circulated letter detailing Columbia's current claim to fame. Since so many references to NBC have been made in this letter, I thought it would be well to set the record straight. To do this most simply, I am quoting below the CBS claims, together with our comments:

Today, nine of Hooper's "top 15" most popular evening programs are on CBS; the other six, divided equally between two other networks.

These figures played a limited one-week engagement. Hooper's latest (March 1-7) show NBC with five, CBS seven. Beyond his shifting of top 15 shows, Hooper continues to tell the same old story—NBC delivers more ratings over 10, over 12, than any other network.

In the daytime, the first six most popular network shows—and eight of the "top 10"—are on CBS.

Life can be beautiful—until the Nielsen subscribers ask questions. The January NRI report showed NBC with seven out of the top seven daytime programs. Latest NRI report shows NBC with seven out of the top ten daytime. Nielsen consistently places NBC's daytime programs above all others. . . .

The current CBS average evening Hooperating (12.2) is an increase of nearly two rating points over a year ago; the only such increase for any network.

The snowman is melting. . . . Hooper's present CBS average is 11.3, which is about one rating point higher than the CBS average a year ago. Most of the CBS gain is accounted for by recent Sunday night acquisitions, serving to offset CBS rating losses on Monday, Friday and Saturday.

And this spring and fall, the CBS schedule will be still further strengthened by Ozzie and Harriet, Bergen and Charlie McCarthy, Bing Crosby and Red Skelton.

That remains to be seen. For example, present Hooperatings for Jack Benny and Amos 'n' Andy are considerably below what they were a year ago on NBC, while program costs have risen. Currently Benny's rating is down 24%, from 31.4 to 23.8. Amos 'n' Andy are down 34%, from 24.9 to 16.4. What price capital gain?

Nielsen vs. Hooper

CBS is delivering to its advertisers the lowest cost-per-thousand families for the third consecutive year.

Those long-armed promotion boys were really reaching for this one. They went way back to the first quarter of 1948 for Nielsen data covering 63% of the nation's radio families. On that basis the CBS figure for net time and talent was less than 10 cents per thousand below NBC. U. S. Hooperatings for the whole U. S. during the same period show NBC's cost per thousand better than 30 cents below that of CBS.

CBS will undoubtedly find that the adoption of Jack Benny, Amos 'n' Andy, Bing Crosby, et al., will rule them out of any low cost claims based on 1949 results.

CBS now has more minutes of sponsored time than any other network, day and night.

Dissection: At night NBC has 27 hours per week of sponsored time; CBS has 26 hours sold. Further, NBC time is sold more extensively throughout the network . . . day and night, our advertisers average 140 stations per program vs 130 stations per CBS program, despite the fact that CBS has more stations to offer.

In 1948 the average number of CBS stations used by advertisers has shown a substantial increase: The average nighttime network has increased by 22%; the average daytime network by 27%.

For a comparative picture of the use of network facilities, see above.

And CBS network billings for the first quarter of 1949 are running 8% ahead of a year ago.

This is more in the nature of a recovery. . . . CBS first quarter billings have now caught up to their level of 1945.

CBS has three of the "top 5" network television programs, in both the January Hooper and Pulse Reports.

And one out of the second 5 and one out of the third 5, which leaves Godfrey with scant company. NBC scored 5 out of 10, 9 out of 15 in the Hooper report for January. It was the same story in February.

CBS-TV billings for the first quarter of 1949 will be 40 times what it was in the first quarter of 1948!

Cites TV Billings

A very creditable gain. With understandable restraint CBS has not sought to compare its TV billings with NBC. For the record: NBC billed six times as much as CBS in January 1949 and led in number of network advertisers by a similar 6 to 1 ratio.

These facts summarize the recent trend toward CBS in radio and television. . . . They insure to CBS advertisers the largest audiences, at the lowest average cost-per-thousand families, in broadcasting.

The jury is still out. U. S. listeners this year are being polled by BMB, the U. S. Hooperatings and Nielsen's expanded sample. Until these results are in, the CBS claim (largest audience, lowest cost) is without national evidence. NBC awaits the jury's verdict with confidence.

IDEA AWARDS

WDLB's Behling Places First

FIVE major awards and 20 honorable mentions were announced last week by the National Research Bureau, Chicago, for its third bimonthly contest for radio ideas. First prize of $50 went to R. W. Behling, WDLB Marshfield, Wis. for *Color the Teddy Bear;* second, $40, William Peters, WESB Bradford, Pa., *Call and Collect;* third, $30, Edward P. Tibbits, WGAC Augusta, Ga., *Holler for Holland* spots; Fourth, $20, Florence M. Gardner, KTFI Twin Falls, Idaho, *KTFI 20th Anniversary*, and fifth, $10, Gloria L. Lamark, WEDO McKeesport, Pa., *Hat Box Hattie.*

Honorable mentions—two each to Jack Sivert, KUIN Grants Pass, Ore., and WROV Roanoke, Va. One each for Hal Berg, WILK Wilkes-Barre, Pa.; D. E. Partridge, WLW Cincinnati; Conrey Bryson, KTSM El Paso; John C. Hanner, WCPS Tarboro, N. C.; Carl Schindler, KOOS Coos Bay, Ore.; Jim Brownell, WTAN Clearwater, Fla.; George L. Dorland, WTIK Durham, N. C.; Joe Farris, WGKV Charleston, W. Va.

Others—M. C. Coleman, WBGE Atlanta; Randall McCarrell, KXRJ Russellville, Ark.; Jack P. Dubberley, KTAE Taylor, Tex.; Katherine Daniels, KRRV Sherman, Tex.; Richard C. Mosena, KBUR Burlington, Iowa; W. G. Teetzel, CHWK Chilliwack, B. C.; John D. Seater Jr., KWJB Globe, Ariz.; Paul Vargo, WOBT Rhinelander, Wis.

Current contest continues through May 31.

Csida to RCA Victor

JOSEPH G. CSIDA will join the RCA Victor Division, Camden, N. J., as assistant director of public relations, John K. West, vice president in charge of public relations, announced last Friday. Mr. Csida will assume his duties with RCA Victor, in the newly created post, April 4. He is leaving *Billboard* magazine where he has been vice president and editor-in-chief since 1946.

CBS REPORT

AM Income Up; Dividends Down

CBS claimed "undisputed leadership" in the broadcasting industry Wednesday in its annual report to stockholders for 1948, signed by William S. Paley, chairman of the board, and Frank Stanton, president.

The two executives said that steps taken in 1948 in both programming and facilities had resulted in the network's supremacy. They said the new high point was the culmination of three years of intensive planning and operations.

At the same time, the report of Samuel R. Dean, treasurer, revealed that net income from AM broadcasting operations for the year ending Jan. 1, was greater than for 1947.

This improvement was more than offset however, said Mr. Dean, by a substantial increase in television costs as a result of greatly expanded television activities and reduced earnings of Columbia Records Inc.

He did not break down the earnings of the various Columbia operations, but the consolidated net income for 1948 was given as $5,041,682 or $2.94 per share, as compared to $5,920,104 or $3.45 per share for 1947. Dividends in 1948 were $2.00 per share as compared with $2.10 in 1947. Undistributed profits of $1,606,978 for the current year were added to surplus.

Gross Is Up

Gross billings were 4.6% ahead of 1947. Billings picked up in the latter part of the year and continued upward into early 1949 as statistics on listening increased, they said.

Product groups which billed more than a million dollars for the year include: automotive, cigars, cigarettes, tobacco, confectionery and soft drinks, drugs and toilet goods, finance and insurance, foods and food beverages, home furnishings, lubricants, soaps and household supplies. Also set forth was a list of 62 national sponsors of the network—their average number of weeks on CBS being 393. The list is set forth at the end of this article.

Affairs of the subsidiary Columbia Records Inc. also were touched on in the report. Messrs. Paley and Stanton said the Columbia LP records have won enthusiastic response from the trade and public. They said, however, that the confusion created by a rival unnamed company (RCA) in bringing out a 45 rpm record had "seriously" affected the sale of all records, if only temporarily.

The consolidated balance sheet for CBS and its domestic subsidiaries revealed that assets increased in 1949 to $43,456,624—$4,487,260

(Continued on page 37)

RECORDING

Final Standards Review Expected in Chicago

UNIFORM standards for disc, magnetic and optical recording, developed by NAB in cooperation with broadcasting and related groups, will be finally reviewed during the NAB Engineering Conference in Chicago April 6-9.

Unless unexpected controversy develops, the standards will be finally approved and submitted to the NAB board during convention week. They mark the culmination of years of effort involving 75 organizations and an equal number of engineers.

Over 100 meetings have been held since the project was revived at the 1947 NAB convention at Atlantic City. Out of these sessions, plus countless informal gatherings, have come nine separate sets of standards designed to simplify use of the fast-growing recording techniques.

Of special interest are the new standards covering magnetic tape recording, which has expanded tremendously since adaptation of the wartime Magnetaphone developed by the Germans.

The magnetic technique has been perfected to a point where speed has been cut to one-fourth the level of a few years ago with the same fidelity characteristics. Three principal tape speeds are used—30, 15 and 7½ per second. The 7½-inch speed now permits reproduction up to 10,000 cycle fidelity.

A number of new types of recording equipment, including several tape devices, will be exhibited at the annual NAB equipment display opening April 7 at convention headquarters, the Stevens Hotel.

The subject of magnetic tape recording occupies a prominent place on the Engineering Conference agenda, according to Royal V. Howard, director of the NAB Engineering Dept. who is in charge of the conference. Mr. Howard is chairman of the NAB Recording & Reproducing Standards Committee, which will consider proposed standards.

Thus far the standards have been approved by the recording group's executive committee, of which Robert M. Morris, ABC, is chairman, and the NAB Engineering Executive Committee. Nine project groups under the executive committee have reviewed and studied previous standards adopted in 1942 by the NAB board. Original chairman of the top committee, formed in 1941, was Lynne C. Smeby, at that time NAB engineering director.

The project groups have reaffirmed a majority of the old standards and have recommended many new standards, principally those covering magnetic recordings. Their work is not yet completed, many items remaining for further study.

Serving on the top standards committee, besides Messrs. Howard and Morris, is Neal McNaughten, NAB assistant director of engineering, who is vice chairman.

The full committee will meet April 9 at 3 p.m. in the West Ballroom of the Stevens to consider standards already tentatively adopted. Should they be approved, the board probably will take up standards at its meeting the following Thursday and Friday.

Serving as liaison between NAB and other organizations in drafting of new standards is the American Standards Assn.

Throughout the various project group discussions, and committee meetings, all interested persons and groups have been invited to express their views.

Many of the committee's standards adopted in 1942 have become worldwide in scope as other countries adopt them. This worldwide uniformity is said to have stimulated the whole recording industry along with commercial use of recorded material. Other nations have shown interest in the recent work of the standards committee.

Members of the recording Executive Committe, besides the officers, are W. S. Bachman, Columbia Records; S. J. Begun, Brush Development Co.; H. A. Chinn, CBS; J. D. Colvin, ABC; G. M. Nixon, NBC; H. I. Reiskind, RCA Victor; C. R. Sawyer, Western Electric Co.; K. R. Smith, Muzak Corp.

Project group members follow:

Project Group A (recorded groove shape; reproducer stylus contour)—chairman, C. R. Sawyer, Western Electric Co.; Isabel Capps, Frank L. Capps & Co.; W. S. Bachman, Columbia Records; C. J. LeBel, Audio Devices; Roland Lynn, NBC; Norman Pickering, Pickering & Co.; R. A. Schlegel, WOR Recording Studios.

Project Group B (distortion; signal-to-noise ratio; recorded level)—chairman, C. J. LeBel, Audio Devices; W. S. Bachman, Columbia Records; E. A. Dickinson, Western Electric; T. W. Lindenberg, Fairchild Camera & Instrument Corp.; R. C. Moyer, RCA; N. C. Pickering, Pickering & Co.; H. E. Roys, RCA Victor; J. K. Hilliard, Altec Lansing Corp.

Project Group C (recording characteristics)—chairman, W. S. Bachman, Columbia Records; C. Lauda, Decca Records; R. A. Lynn, NBC; R. C. Moyer, RCA; H. Roberts, Muzak; C. R. Sawyer, Western Electric; R. A. Schlegel, WOR Recording Studios.

Project Group D (magnetic recording)—chairman, S. J. Begun, Brush Development Co.; C. G. Barker, Magnecord; R. F. Bigwood, ABC; Price Fish, CBS; D. G. C. Hare, Fairchild Camera & Instrument; R. Marchant, Minnesota Mining & Mfg. Co.; R. H. Ranger, Rangertone; H. E. Roys, RCA Victor; W. E. Stewart, RCA Victor; M. J. Stolaroff, Ampex Electric Corp.

Project Group E (reproducing turntable diameter; height, torque; speed; "wow"; concentricity of record center hole)—chairman, J. D. Colvin, ABC; T. W. Lindenberg, Fairchild Camera & Instrument; J. F. Palmquist, RCA Victor; Thorne Perry, Gray Research & Development; H. E. Roys, RCA Victor.

Project Group F (frequency response characteristics and output level of disk reproducer and equalizer combination; tracking error and vertical force of disk reproducer)—chairman, Walter Carruthers, Don Lee; Harry Bryant, Radio Recorders; Les Culley, NBC Recording; Earl R. Grant, Don Lee; John Hilliard, Altec-Lansing; Wayne Johnson, KFI Recording Dept.; L. W. Sepmeyer, USN Research Project.

Project Group G (lacquer recording blanks)—chairman, V. J. Liebler, Columbia Records; C. Lauda, Decca; E. Frank, Audio Devices; G. E. Stewart, NBC Recording.

Project Group H (disk tone record; translation loss)—chairman, R. A. Lynn, NBC; E. A. Dickinson, Western Electric; R. C. Moyer, RCA; N. C. Pickering, Pickering & Co.; H. E. Roys, RCA Victor; R. A. Schlegel, WOR Recording Studios.

Project Group I (glossary of terms and definitions; symbols)—chairman, Warren Birkenhead, Capitol Records; James Bayless, RCA Victor; Harry Bryant, Radio Recorders; Russell Hansen, Samuel Goldwyn Studios; Robert Miller, CBS; Monroe Wayne, Decca Records.

EDITS 'COLLIERS'

Louis Ruppel in New Post

LOUIS RUPPEL, former publicity director of CBS who was appointed director of the Clear Channel Broadcasting Service in January [BROADCASTING, Jan. 31], last week was appointed editor of *Collier's Weekly*, according to an announcement Thursday by Edward Anthony, *Collier's* publisher.

Mr. Ruppel

Mr. Ruppel was slated to begin his CCBS directorship Feb. 1 but had been delayed due to illness. Ward L. Quaal, producer-director for public service programs of WGN Chicago, was named early this month [BROADCASTING, March 7] as acting CCBS director until Mr. Ruppel's health permitted him to assume his duties.

Mr. Ruppel, who is still recuperating from a spinal operation, requested release from his CCBS appointment to join *Collier's* which he had previously been associated with in 1941. The release was granted with complete understanding, Victor A. Sholis of WHAS Louisville and chairman of the CCBS committee to choose a director, told BROADCASTING last Friday.

Mr. Quaal will continue at CCBS Washington headquarters as acting director, Mr. Sholis said, and the matter of a permanent director will be taken up at the CCBS meeting to be held in Chicago next month during the NAB convention. Directorship had been held by Mr. Sholis, who resigned almost two years ago to become director of WHAS.

As editor of *Collier's*, Mr. Ruppel succeeds Walter Davenport, who has resigned to resume his former duties as the magazine's chief correspondent.

INDUSTRY CODE

Booklet Gives Answers

ANSWERS to queries on NAB's Standards of Practices are detailed by President Justin Miller in an 18-page booklet currently being sent to industry members. The questions originally were answered by Judge Miller in an address before the Chicago Radio Management Club early this year [BROADCASTING, Jan. 31].

Titled "What About NAB's Standards of Practice?" the booklet is a first printing of the address, with additional questions raised since the meeting, NAB said. The answers trace the history of the standards through development and to their adoption May 19, 1948. They went into effect last July, with due regard for contracts already in effect and a final effective date of May 19, 1949.

Noting that Standards of Practice is the official designation, the address compares the present document with "codes" of the past, and points out there are no plans to "enforce" its provisions. Judge Miller views the problem as one of finding "ways and means to go as far as we can in securing implementation of the standards, without inviting prosecution under the anti-trust laws for operations in restraint of trade."

With respect to FCC's use as a yardstick for measuring station performance, Judge Miller recalled that the older document lost its status through an FCC decision which "practically coerced the broadcaster into violating one section of the code." He expressed hope the Commission would "keep its hands strictly off the (standards) and make no reference whatever to them in any of its proceedings . . ."

The NAB president points out that "our work with AAAA in supplementing the standards is just getting under way," and said he had been informed by representatives of stations and networks that "there has been a surprising degree of cooperation—'conformity'—upon the part of advertisers and agencies" on new contracts.

Commenting on radio advertising costs, Judge Miller states that, to the extent they have risen, "the reason is found in increasing talent and production costs." He reasoned that observance of the standards, per se, will probably not increase costs.

Judge Miller feels it is "es-

(Continued on page 37)

NBC's McANDREW
Is Head of D. C. Stations

WILLIAM R. McANDREW has been named general manager of NBC's three Washington stations, WRC, WRC-FM and WNBW (TV), it was announced last week by Frank M. Russell, vice president of NBC's Washington office. Mr. McAndrew retains his previous title and duties as assistant to the vice president.

George Y. Wheeler, formerly NBC's Washington director of programs, has been named assistant general manager of the three stations. He is succeeded by Eugene Juster, former program manager of WRC. New program manager of WRC is Kenneth French. George Sandefer, business manager of WNBW (TV), has been appointed business manager for all three stations, relieving James Seiler to devote full time to his duties as research director. Other appointments include: Charles de Lozier, assistant sales director; Stanley Bell, sales administrative duties; and Charles Colledge, former WNBW television field supervisor, as WNBW operations supervisor. Mr. Colledge succeeds Howard Gronberg who has been promoted to administrative assistant to F. A. Wankel, NBC New York.

FARNSWORTH
Tells Need for Sale to IT&T

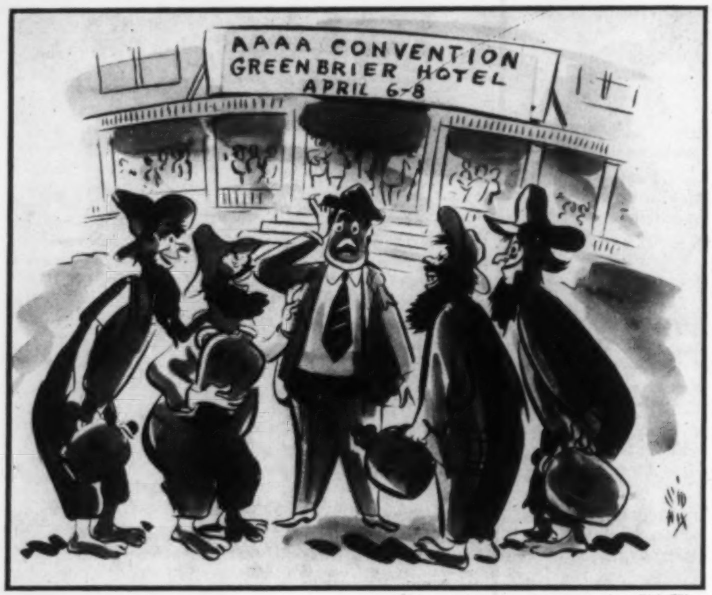
FARNSWORTH Television & Radio Corp.'s assets will be reduced to virtually nothing unless the proposed sale to International Telephone & Telegraph Corp. is approved, company executives said last week as stockholder opposition to the sale mounted. E. A. Nicholas, president of the company, made this point in a letter to 18,000 stockholders in advance of a stockholders meeting called to decide the issue April 14 in Ft. Wayne.

The management position is that vast sums are needed, not only immediately but perhaps for years, and that IT&T has the resources it is looking for. Management also claims efforts to seek elsewhere the kind of money needed have failed.

Stockholders are claiming, on the other hand, that terms of the sale to IT&T will result in great loss to themselves and that the liquidation value of their stock is worth more than the IT&T offer of 12 shares of Farnsworth for one of IT&T. This is answered again by management that the liquidation value of the company would be very small.

Iowa Set Sales

THE IOWA "Radio in Every Room" campaign resulted in a 50% increase in sets sales, R. N. Ruecker, chairman of the general planning committee, has announced. Broadcasters used spot announcements and special programs.



Drawn for BROADCASTING by Sid Hix

"We 'uns wanted to talk to the Lennen & Mitchell fellows about shifting to Calvert!"

CAPEHART
To Address RMA Luncheon At 25th Conclave

SEN. HOMER E. CAPEHART (R-Ind.), member of the Senate Interstate and Foreign Commerce Committee and radio industry pioneer, will be a key speaker during Radio Manufacturers Assn.'s 25th annual convention in Chicago May 16-19. He will address a closing-day membership luncheon.

The event is one of the highlights of the four-day convention, held coincidentally with the Radio Parts Trade Show. Five industry groups will join RMA that evening in the silver anniversary banquet which is expected to draw over 2,000 manufacturers, jobbers and guests.

Senator Capehart has been an RMA member since 1929 when he was associated with Capehart Automatic Phonograph Corp., predecessor of Farnsworth Television & Radio Corp., Fort Wayne, Ind. He later became associated with Packard Mfgr. Corp., Indianapolis. Currently he is a minority member of the Senate committee, dealing with radio legislation.

Cooperating with RMA in the banquet celebration are these groups: Radio Parts and Electronic Equipment Shows Inc.; Assn. of Electronic Parts and Equipment Mfrs.; Sales Managers Club, eastern group; National Electronic Distributors Assn. and West Coast Electronic Mfrs. associations. Invitations are being sent to pioneers in radio development, foreign radio industry representatives and others associated with radio and television.

Prior to the luncheon, which President Max F. Balcom will address, RMA's five divisions will meet to elect chairmen and directors whose terms expire. Officers to serve for 1949-50 will be elected that afternoon. In addition, RMA's board of directors will hold two meetings, on May 18 and 19.

Another feature of the convention will be a dinner for all past and present RMA directors May 18, at which slide films will review the industry's early years.

MEXICO MEET
Adjournment Set for April 9

APRIL 9 has been set as target date for adjournment of the Mexico City International High-Frequency Broadcasting Conference, with a committee to be named to work out final details after that.

These plans were disclosed last week, following the return of FCC Comr. George E. Sterling, alternate chairman of the U. S. delegation, to Washington early Wednesday for a round of conferences at the State Dept.

Mr. Sterling expected to return to Mexico City either over the weekend or around April 1, depending upon developments there. His visit to Washington came during a "relatively quiescent period" in which committee activities occupied most of the delegates' attention.

He appeared hopeful that by April 9 the conference would have reached agreement on one sunspot cycle phase—the June median—so that adjournment could follow, leaving a group of technical experts to apply this plan to the eight other sunspot phases. With agreement reached on the basic plan, its application to the others was not considered too difficult a task.

This "post-conference" work would be handled by a group consisting of two representatives of each of the three regions involved in the conference.

Opening of the Fourth Inter-American Radio Conference, which convenes in Washington, has been tentatively scheduled for about April 25 but some feeling has developed favoring a May 1 opening date instead.

COMMUNICATIONS
AFCA Meet Opens Today

COMMUNICATIONS' place in modern warfare will be the general theme of the third annual meeting of the Armed Forces Communications Assn. slated for March 28-29 in Washington, D. C. [BROADCASTING March 21].

Fred R. Lack of New York, vice president of Western Electric Co., was elected president of the association at a council meeting today (March 28) at the Hotel Shoreham, it was announced.

Vice presidents elected are Theodore S. Gary, vice president, Automatic Electric Co.; Thomas J. Hargrave, president, Eastman Kodak Co.; Rear Adm. Earl E. Stone, Chief of Naval Communications; J. R. Cunningham, United Air Lines, Denver; C. O. Bickelhaupt, vice president, American Telephone and Telegraph Co.

Directors elected are Walter Evans, vice president, Westinghouse Electric Corp.; Paul Goldsborough, Trans World Airlines, Kansas City, and W. G. Eaton, civilian scientist, Wright Field Electronics Lab., Dayton.

Over 500 Attendance

More than 500 executives of the communications and photographic industries and members of the armed forces are expecting to attend, according to an announcement from Brig. Gen. David Sarnoff, association president and chairman of the board of RCA.

Gen. Sarnoff expects the two-day meeting to accomplish "a great deal toward emphasizing the importance of communications in present-day warfare." His own address, at the annual banquet March 28, will include a description of conditions in communications in England and Continental Europe, especially as they pertain to the North Atlantic Security Pact. Details he will furnish will be on the basis of his observations during a recent European trip. Gen. Sarnoff's address will be entitled "Civilian Communications and National Defense."

Admiral Louis E. Denfeld, chief of naval operations, will be the principal speaker at a banquet in the Shoreham Hotel March 28. Among other speakers will be FCC Chairman Wayne Coy at association luncheon today (March 28).

ANTI-TRUST

Agitation Over FCC's Study Mounts

AGITATION over FCC's anti-trust study mounted last week, with the Commission meanwhile continuing to give no more than clearly qualified approval to applications of companies found by the courts to have violated the anti-trust laws.

FCC also made clear Thursday, in letters sent in connection with applications of Paramount Pictures and 20th Century-Fox Film Corp., that its anti-trust investigation is being conducted "in connection with" Sec. 319(b) of the Communications Act.

This, the letters explained, "authorizes the Commission, prior to the grant of an application for license to cover a construction permit, to take into consideration facts or circumstances arising or first coming to its knowledge since the granting of the permit which would, in the judgment of the Commission, make the operation of the authorized stations against the public interest."

WCOP Boston, one of 20th Century's nine rivals for television in Boston, told the Commission earlier in the week that 20th Century's request for a declaratory ruling on the anti-trust question [BROADCASTING, March 21] was out of order. To grant it, WCOP contended, would disrupt orderly procedure and promote delay.

Cites Misunderstanding

The film company, one of those whose applications are being held up while FCC studies what effect anti-trust decisions should have on their radio qualifications, replied promptly that WCOP misunderstands the law on declaratory orders. Such a ruling is the only means of clearing up existing uncertainity and it would speed rather than slow FCC's processes, 20th Century argued.

Four other TV applicants—none affiliated with movie companies—indicated plans to get into the dispute by asking FCC for 30 days additional time to reply to 20th Century's request. These were Boston Metropolitan Television Co. (Boston), Television California (San Francisco), KCMO Kansas City, and KING Seattle.

WCOP asked for the same 30-day privilege to prepare its own reply, in event FCC denies its petition for dismissal of the 20th Century request. The station also asked that the issues in the Boston TV hearing be expanded to include the question of the film company's character as it "is affected by and revealed in" the motion-picture anti-trust case.

FCC meanwhile granted Paramount Television Productions, a subsidiary of Paramount Pictures, its requested extension from March 1 to June 1 for completion of KTLA (TV) and TV experimental W6XYZ Los Angeles. Without prejudice to whatever action it may take on the anti-trust question, the Commission majority (Comr. Robert F. Jones dissenting) also granted Paramount applications for special temporary authorizations for two experimental TV remote pickup stations in Los Angeles and unanimously granted extension of STA's for one 20th Century, and five Paramount experimental theatre TV relay stations in New York.

The Commission explained that it was able to grant, outright, Paramount's requests for extensions for KTLA and W6XYZ because such grants can be made "upon finding 'that the failure to complete was due to causes not under the control of the grantee, or upon a specific and detailed showing of other [justification]'."

FCC also made clear, in a letter to Paramount, that if its anti-trust study leads to a conclusion that the KTLA and W6XYZ authorizations should be revoked, then "all auxiliary stations used in conjunction with [them] will likewise be terminated."

In its opposition to the 20th Century request for a declaratory ruling, WCOP maintained that under the Administrative Procedure Act such rulings may be made only after hearing. Therefore, the station claimed, what 20th Century is actually requesting is "a separate hearing upon the legal qualifications of the Fox applicant as they may be affected by that company's violations of the anti-trust laws."

The WCOP petitions, filed by Paul M. Segal of the Washington law firm of Segal, Smith & Hennessey, argued that a separate hearing on "one of the many aspects of one of the several issues" of the case might justify similar procedure for "each of the issues as to each of the applicants, a process which should occupy us all for at least a generation."

WCOP conceded that 20th Century may be in "a flutter of uncertainty" but charged "it has no right to seek a declaratory ruling as to the meaning of a provision of the statute merely because it cannot understand that meaning." Let 20th Century interpret the law

(Continued on page 44)

ARRANGEMENTS for airing of Phillips 66 portion of WLS Chicago's *National Barn Dance* on ABC are completed by (l to r, seated): Ray Kremer, radio director of Lambert-Feasley, New York, and Glenn Snyder, vice president and general manager of WLS. Standing (l to r) are: George Biggar, director of show; C. E. Freeman, WLS sales manager, and Ray Betsinger of the station sales staff.

CBS GETS TWO

Lum and Abner, Burrows Sign

LUM AND ABNER, the backwoods philosophers, and Abe Burrows, the sophisticated wit, were signed to long-term contracts last week by CBS, as the inter-network program scramble continued.

Lum and Abner, who are Chet Lauck and Norris Goff without their makeup, are now under contract to the Frigidaire Div. of General Motors Corp., their present sponsor, until September 1953. The CBS contract, described by the network as including "long-term employment arragements and a licensing agreement," becomes effective when the Frigidaire contract ends.

Mr. Burrows, who formerly was starred in his own program over CBS and who has for years been a comedy writer for leading radio shows, signed a seven-year pact with CBS. The agreements for both Lum and Abner and Mr. Burrows cover radio and television services.

Lum and Abner are now heard Sundays, 8:30-9 p.m. on CBS. Mr. Burrows, who specialized in writing zany songs like "The Girl With the Three Blue Eyes," will begin developing a new 30-minute show for simultaneous radio and television broadcast. Although the starting date of the new program has not been set, CBS said Mr. Burrows would begin work on the program immediately in Hollywood.

Mr. Burrows

Meanwhile, NBC, which a fortnight ago signed Fred Allen to a television and radio contract, reportedly was depending upon the outcome of a doctor's examination to determine the future for the acid-tongued comedian. Mr. Allen was scheduled to undergo a physical examination next month, and he was awaiting his doctor's advice as to whether he ought to undertake radio and television commitments next fall.

Mr. Allen's present sponsor, Ford Dealers of America, through J. Walter Thompson Co., is relinquishing his program at the end of this season.

Of more immediate concern to NBC was a replacement for Horace Heidt in the 7 p.m. Sunday time. Mr. Heidt's program, sponsored by Philip Morris Co., returns on April 24 to the 10:30-11 p.m. Sunday period from which it moved to 7 when Jack Benny eloped with CBS.

NBC was understood to have definitely scheduled a "super-give-away" to replace Mr. Heidt, and reportedly had narrowed its choice of several such programs to two at week's end. Although the exact format of neither was known, it was learned that listening to a number of other NBC programs

(Continued on page 36)

Radiorama

WESTERN tune, "Heavens Ranch," composed by Gustav Brandborg, KVOO Tulsa com. mgr., gets audition during Tulsa Livestock Exposition by J. W. Jenkins of J. W. Jenkins Music Co. Accompanying him are Harriett Patton (seated) and Mrs. Fred L. Dunn Jr., of exposition.

COOKING UP ideas for selling Globe A1 flour on ABC *Surprise Package*, these radio chefs dressed for the occasion. L to r: Frank Samuels, ABC Western Div. mgr.; Howard Cheney, Leo Burnett Co.; Jay Stewart, program m.c.; William Galbraith (seated), adv. mgr., Globe Mills Div. of Pillsbury, sponsor; Harfield Weedin, producer; William Lawrence, ABC acct. exec.

AFTER 8½ hours of continuous telecasts, Jack Gibney (l), executive producer for WENR-TV Chicago, and Fred Kilian, director of TV programming, relax in station's studio. Seven live shows were produced during a four-hour period.

AWARD for "outstanding record" in building better-informed public opinion in support of UN is made to NBC by American Assn. for United Nations. Clark M. Eichelberger (l), AAUN dir., makes presentation to Niles Trammell, NBC pres.

OFFICIALS of WHDL Inc., Allegany, N. Y., inspect new Westinghouse 10 kw FM transmitter after opening WHDL-FM. L to r are John R. Henzel, station manager; E. B. Fitzpatrick, president, and O. L. Atherton, chief engineer.

THESE Illinois broadcasters served 21 of 27 stations carrying state high school basketball tournament games from U. of Illinois this month. L to r—top row—Larry Stewart, WDWS Champaign; Vince Cofey, WMRO Aurora; Morey Owens, WROK Rockford; Mike Walden and Lou Mautz, both WKID Urbana-Champaign and Ill. Sports Network; middle row—Marc Howard, WDWS; Fred Corry and Harold Hill, WILL U. of Ill.; Bob Meskill, WJBC Bloomington; Bob Walker, WJPF Herrin; Merrill Lindsay, WSOY Decatur and Ill. Bcstg. Co.; front row—Bob Goralski, WDWS; Speck Jontry, WJBC; Bob Hutchison, WJPF.

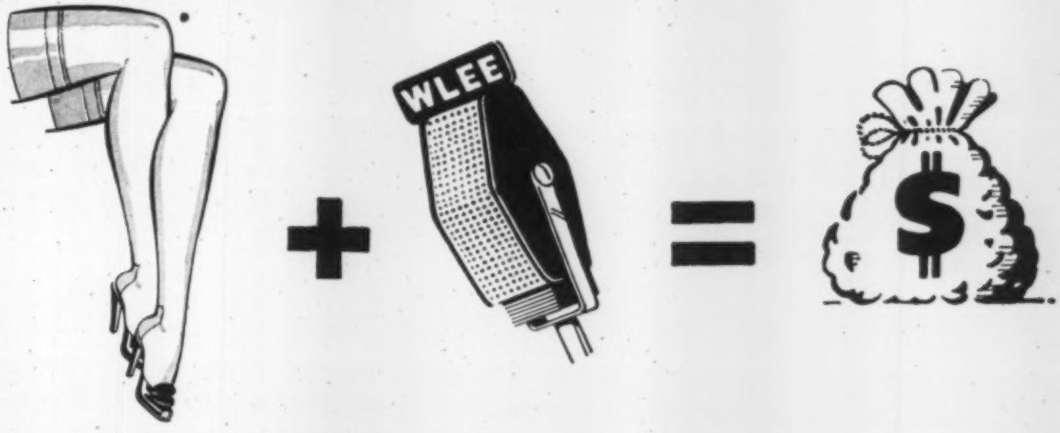
FINAL O.K. is given to Wooden Shoe Brewing Co. sponsorship of 70 home baseball games of Dayton Indians on WLWD(TV) Dayton by (l to r) Don H. Kemper, Don Kemper agency; Harold B. Frierott, exec. v.p., Wooden; H. P. Lasker, WLWD sales mgr.

DISCUSSING plans for Milwaukee Brewer baseball game broadcasts, to be backed again this year on WEMP (AM-FM) Milwaukee by Miller Brewing Co. and Gimble Bros., are Mickey Heath (l), sportscaster, and Hugh Boice, WEMP gen. mgr.

INITIAL broadcast of KNBC San Francisco's *Boysen's Open House* brings approving smiles from (l to r) Emil Reinhardt, head of own agency; Walter N. Boysen, Boysen Paint Co.; Stanley Noonan, show's star; John Elwood, KNBC gen. mgr. ⬇

EXCHANGING stories during party given for cast of "Command Decision" following its broadcast on NBC *Screen Guild Players* are (l to r) Huntley Gordon, SAG; Don Bernard and Andy Potter, Wm. Esty Co.; Bill Lawrence, prog. dir. ⬇

Success story:



Here's the tale of one of the toughest tests any radio station ever passed.

A Richmond department store advertised a special test sale of 1200 pairs of nylon hose, using spots—*exclusively on WLEE*. Another sale of hose went on in the first floor hosiery department. The special sale was on the second floor.

To get the test hosiery, customers had to by-pass the sale on the first floor and ask specifically for the hose advertised on WLEE. Result—by noon of the first day, the store was calling the mill for replacements. *WLEE sold out the test item on the morning of the second day!*

This is the kind of quick, profitable action local merchants get regularly from WLEE. More and more national advertisers are following their lead. Is WLEE on your list? If not, get the whole story from your Forjoe man.

WLEE **Mutual in Richmond**

TOM TINSLEY, *President* • IRVIN G. ABELOFF, *General Manager* • FORJOE & CO., *Representatives*

Budget Dollar

(Continued from page 23)

ADVERTISERS turned actor for skit at ANA convention last week. These four, portraying roles as officials of a company planning to cut its budget, are (l to r): Wesley I. Nunn, Standard Oil Co. (Indiana); J. Ward Mauer, Wildroot Co.; William A. Drisler Jr., Cannon Mills, ANA program chairman, and Don Frost, Bristol-Myers Co.

* * *

AAAA committee will soon have a standard contract he predicted.

Mr. Craig said television has "great impact," though it isn't measurable, adding that it is not yet a mass medium. Furthermore, it still is an urban medium, he said, and many cities have only one station.

"Television's troubles are growing pains," he said, "and we'll lose them soon." He said kinescope films now are generally acceptable. He reviewed program problems such as clearance difficulties, need for reappraisals and other details. "The gold rush is on," he said, winding up with the observation that "people still listen to radio and we shouldn't overlook it."

Introducing Don L. Kearney, of The Katz Agency television department, Mr. Lantz quoted figures from BROADCASTING showing $100 million spent for spot radio in 1948 and predicted TV spot will become equally important.

Mr. Kearney cited basic TV station and advertising figures, and explained that the advertiser "can buy what he wants on television from a two-hour symphony concert, basketball game, or wrestling match to 60-second and 20-second announcements between or during programs."

He reviewed TV program and spot techniques and explained operation of photographic and animation programming.

High spot of the entire TV session, ANA members agreed, was a collection of typical television film commercials shown on a movie screen by The Katz Agency. Advertisers were provided with a list of the commercials, which range from $50 one-minute silent film produced by WSPD-TV for a milk sponsor to a $2,900 20-second B.V.D. jingle.

Mr. Kearney reminded that once a film is complete, it can be used extensively with each use cutting the original cost, since film prints are quite inexpensive. Most advertisers make at least four, sometimes seven or 13 films at a time, he said.

Dr. Alfred N. Goldsmith, radio and television consultant, gave ANA members a 30-minute course in the basic facts of television. He produced circulation figures and other station and advertising data. Dr. Goldsmith pulled the plug on the high-band TV "myth" by citing FCC data and statements by Chairman Wayne Coy showing that service on the present band will continue to grow regardless of what is done in the upper frequencies.

He stated at a news conference Thursday noon that color television is perhaps a decade or more away and even then it likely will be available to present set owners in monochrome through use of converters. He said TV may some day operate in frequencies far above 900 mc by adapting pulse techniques.

Dr. Lucas' Talk

The Thursday session included a talk by Dr. D. B. Lucas, department of marketing, School of Commerce, New York U., on changing media from a sellers' to a buyers' market. He was critical of radio audience claims unless for specific advertisers and said media in general are not providing adequate research material. He took an inferential swing at radio by referring to "the shocking example of a medium stepping in to control a research project." His statement was aimed at recent developments in BMB, which he inferred were the result of broadcaster interference.

Dr. L. O. Brown, media and research vice president of Dancer-Fitzgerald-Sample, showed a chart listing 24 types of service available from Nielsen Radio Reports and said, "This shows how we can wade and wade through the brush and get lost in a maze of data." He called for development of a basic radio measurement yardstick.

Radio's effectiveness, he said, can be measured in terms of radio families times average audience times listeners per broadcast times number of broadcasts, which equals the number of messages and provides a cost per thousand formula. He cited instances and added that "radio often licks the pants off print."

Several installments of the ABC "Crusade in Europe" documentary television film made on the Eisenhower book were shown Thursday evening.

NBC provided entertainment for the Friday evening banquet. The program included Henry Morgan as m.c., with Jane Pickens, Dunninger, Al Kelly, Stewart Morgan Dancers, Viera Monkeys, and Norman Cloutier's orchestra.

Friday Morning Session

At the Friday morning session James Rotto, sales and publicity director, the Hecht Co., large Washington department store, told advertisers how to cooperate with retailers in a buyers' market. He told how Presto cookers send male demonstrators around the country. The Hecht store set up four booths and gave Presto publicity on the store's television spots, radio programs and newspaper advertising, with sales going up 600% during the demonstration week and reviving interest in pressure cookers. He cited a number of similar incidents in which sales of other products were stimulated in this way.

W. B. Potter, Eastman Kodak Co. advertising director and ANA vice-chairman, introduced participants in a skit, "Let's Cut the Advertising Budget," with ANA members as actors. The skit carried out the financial theme that marked Wednesday morning's opening meeting, with five officials of a mythical company deciding to cut expenses via advertising economies.

Supplying the answers by demonstrating what happens when ad budgets are cut were Wesley I. Nunn, Standard Oil Co. (Indiana) advertising manager, and Robert B. Brown, Bristol-Myers Co. vice president. Mr. Nunn showed a series of once-famous trade marks which lost their markets when advertising was discontinued. The list included Sunny Jim, for Force cereal, once a leading brand; Sweet Caporal cigarettes; Star automobiles, and others.

Mr. Brown supplied data showing how sales dropped when advertising expenditures were cut, and compared sales benefits of advertising among competing products. In analyzing media costs in the present decade he said radio homes had increased 30% since 1941 as one network program cost rose 55%. He had similar figures for other media.

Advertising must be shown to be the cause of sales, not the result, Mr. Potter said, criticizing ad budgets based on percentage of sales.

Offers Case Histories

A. J. Gallagher, consultant, offered a series of case histories demonstrating that most companies are far under-advertised in relationship to sales, wages or break-even points. He showed how companies relying heavily on advertising as a large distributing tool had a consistently better profit record.

Records of individual companies were cited by Stanley Harold Morgan, specialist in capital gains advertising, to show a tendency of better advertised enterprises to command a higher market valuation for their common stock than lesser advertised companies.

ANA members learned how to get more "sell" into their advertising at the Wednesday afternoon meeting, with Howard M. Chapin, General Foods Corp. advertising director, presiding. A skit entitled, "Incidentally Dear," produced by Walter Craig, Benton & Bowles vice president in charge of television and radio, depicted the ordeals of a company executive whose beautiful but dumb wife wanted him to beam his advertising at her arty friends.

The story of the development of prestige and character for Maxwell House coffee was related by R. H. Bennett, sales and advertising manager of the Maxwell House Division of General Foods Corp. The prestige and character theme started in 1906 was traced through the years, including the story of the *Showboat* broadcasts of a past decade when ear appeal was added to the advertising's eye appeal.

Radio brought mass entertainment into advertising, he said, and showed how Maxwell House radio has kept up with the times. Maxwell House volume has quadrupled in the 20 years General Foods has had the product, said Mr. Bennett.

Three Ford Motor Co. executives explained the "New Ford Feel" advertising featured by the company as it enters a buyer's market. Ben R. Donaldson, advertising director; Gordon Eldridge, Ford car

DO YOU KNOW THE LATEST CINCINNATI RATING STORY?

•

→ *See Centerspread This Issue* ←

•

ON THE AIR EVERYWHERE 24 HOURS A DAY

L. B. Wilson

WCKY

CINCINNATI

50,000 WATTS OF SELLING POWER

advertising manager, and Del Everett, research director, graphically analyzed Ford's advertising technique.

Mr. Everett described a Ford survey in which people were asked if they were favorably impressed by advertising for any low-priced car. Ford came out first in the study, including newspapers, magazines, billboards and radio. The radio percentage of the total who were favorably impressed with Ford advertising was 7.6% compared to 1.5% for the next competing car. The figure was low because the company was using little radio at the time the study was conducted, Mr. Everett said.

John Caples, BBDO vice president, discussed ways of testing and selecting copy themes. Patrick H. Gorman, Philip Morris & Co. advertising manager, said in a discussion of sales and advertising that the company recently had enlarged its budget by adding television.

Three-Way Plan

ANA's Radio & Television Group plans a three-ply service. First, it will receive current radio and TV information from ANA headquarters. This will cover audiences, rates, market coverage, FCC rulings, union developments and similar matters. Second, it will provide means of jointly developing research projects supplying facts on radio coverage and effectiveness. Third, it will decide what other projects are needed.

This group will pass on all policies and recommendations of the smaller steering committee.

A list of specific jobs to be done this year by the group includes:

Discuss rates with broadcasters to determine if they are in line with advertising values offered by radio.

Recommend to BMB (or any organization selected to handle the advertisers' needs) which radio and TV measurements are needed. This involves the matter of continuing BMB area studies after Study No. 2 is complete, exploration of a streamlined audience study for AM radio, development of TV measurement and whatever other measurements of coverage and audiences are needed by advertisers.

Produce rate and audience studies on radio and television.

Provide means of proper representation at industry conferences on labor matters affecting radio and television as a whole.

Members of the steering committee are:

Albert N. Halverstadt, Procter & Gamble Co., chairman; Howard M. Chapin, General Foods Corp., vice chairman; Joseph M. Allen, Bristol-Myers Co.; R. M. Budd, Campbell Soup Co.; Stanley I. Clark, Sterling Drug; A. S. Dempewolff, Celanese Corp.; A. E. Foster, Lever Bros. Co.; Patrick H. Gorman, Philip Morris Co.; Robert E. Healy, Colgate-Palmolive-Peat Co.; C. J. Hibbard, Pet Milk Sales Corp.; John K. Hough, Goodyear Tire & Rubber Co.; R. T. Kesner, Coca-Cola Co.; J. Ward Maurer, Wildroot Co.; A. J. McGinness, Firestone Tire & Rubber Co.; Robert J. Piggott, Grove Labs; Henry Schachte, Borden Co.; Edward G. Smith, General Mills; W. M. Stedman, American Home Products Corp.

Serving on the Radio & Television Group, in addition to the steering committee members, are:

C. W. Bishop, Chrysler Corp.; H. D. Bissell, Electric Auto-Lite Co.; W. S. Brown, Canada Dry Ginger Ale; S. J. Case, Sun Oil Co.; T. T. Cook, A-T&T; B. L. Emery, Chesebrough Mfg. Co.; D. B. Hause, Armour & Co.; E. C. Hawley, Armstrong Cork Co.; E. M. Hirst, Bayuk Cigars; W. R. Huber, Gulf Oil Corp.; J. L. Madden, Metropolitan Life Insurance Co.; G. Morrison, International Silver Co.; G. Oliva, National Biscuit Co.; G. F. Olson, W. A. Sheaffer Pen Co.; W. H. Patton, Minnesota Valley Canning Co.; M. F. Peckels, International Harvester Co.; G. M. Philpott, Ralston Purina Co.; G. E. Potter, Prudential Insurance Co. of America; N. T. Schwin, Household Finance Corp., A. C. Smith, Gillette Safety Razor Co.; P. H. Willis, Carnation Co.

Mrs. W. N. Ethridge Sr.

MRS. W. N. ETHRIDGE Sr., mother of Mark Ethridge, publisher of the Louisville *Courier-Journal*, which operates WHAS Louisville, died last Wednesday night at Meridian, Miss., following a brief illness. Mr. Ethridge, former general manager of WHAS, is chairman of the U.S. Advisory Commission on Information, which advises the State Dept. on operation of its foreign information program.

Registration for ANA Spring Meeting

Adams, Robert S., Towle Silversmiths; Alden, John, Norwich Pharmacal; Anderson, Lorraine G., General Mills; Applegate, R. A., duPont; Apsey, J. F. Jr., Black & Decker Mfg.; Atha, Joseph S., Folger Coffee; Atkinson, T. M., Canadian Industries; Aue, Lester K., Drackett Co.; Austin, Edward B., Thos. Leeming & Co.

Backus, Norman R., Coca-Cola Co.; Bagley, Linton, Folger Coffee; Barker, Stephen M., Atlantis Sales Corp.; Batenburg, M. J., Pittsburgh Plate Glass; Belknap, Paul E., Atlas Supply; Berghoff; Guy, Pittsburgh Plate Glass; Bacon, Dean W., Coopers Inc.; Bennett, R. H., General Foods; Berno, Paul I., Tappan Stove; Bertland, Bernard F., Wm. Skinner & Sons; Biggar, Gordon, Shell Oil; Birch, C. T., Andrew Jergens Co.; Bishop, Ellis G., Royal Typewriter; Black, James U., Parker Pen; Bloomquist, Howard, Toni Co.; Boone, W. D., Dow Chemical; Boucher, Ken, Hawaiian Pineapple Co.; Bowes, Frederick Jr., Pitney-Bowes; Brennen, John, Cannon Mills; Brice, A. Donald, Dictaphone Corp.; Brock, O. A., Keystone Steel & Wire; Brown, Allan, Bakelite Corp.; Brown, Robert B., Bristol-Myers; Buchanan, A. F., U. S. Rubber; Byler, Bob, S.K.F. Industries.

Capelle, O. B., Miles Labs; Cable, M. H., International Shoe; Campbell, L. A., Mergenthaler Linotype; Carey, C. E., Goebel Brewing; Carroll, Albert, Merck & Co.; Case, Storrs J., Sun Oil; Chapin, Howard M., General Foods; Cheever, Frederick L., Pepperell Mfg.; Clark, Douglas S., Seagram Distillers; Connolly, W. N., S. C. Johnson & Son; Conner, C. C., Aluminum Co. of America; Coolidge, Barnum, Goebel Brewing; Coombes, J. E., J. F. Jelke Co.; Coons, Harold L., Keystone Steel & Wire; Corrado, B. W., Publicker Industries.

Dempewolff, A. S., Celanese Corp.; Denton, Lillian, Underwood Corp.; Donaldson, Ben, Ford Motor Co.; Doney, Hugh A., Quaker Oats; Drake, R. F., Felt & Tarrant Mfg.; Drew, Wallace T., Bristol-Myers; Drisler, William A. Jr., Cannon Mills; Doty, A. L., James Barclay & Co.; Duvall, J. A., A. O. Smith Corp.

Egan, John R., Hamilton Beach; Ebbesen, Ace, Wm. Jameson & Co.; Eldredge, Gordon, Ford Motor Co.; Elgin, J. D., Toastmaster; Ellis, Gordon, Pet Milk Co.; Ennis, Frank S., America Fore Insurance Group; Ericsson, Irema, Shulton Inc.; Evans, Keith J., Joseph T. Ryerson & Son; Everett, Del, Jr., Ford Motor.

Fauster, Carl, Libbey Glass; Ford,

(Continued on page 36)

goes
WGR's
Hooper
UP
UP
UP

Two full years of new ownership* have upped WGR's audience to the highest Hoopers in the station's history. In Buffalo, Columbia and WGR are the BIG names in 1949.

5000 watts on radio's most favorable wave length ... 550 kc ... gives WGR advertisers a complete blanket of Western New York's vast markets.

Leo J. ("Fitz") Fitzpatrick
and
I. R. ("Ike") Lounsberry

WGR
550

Buffalo's Columbia Network Station
Broadcasting Corporation
RAND BUILDING, BUFFALO 3, NEW YORK
National Representatives: Free & Peters, Inc.

ANA Registration

(Continued from page 35)

John K., General Motors; Frazier, Harris, Bauer & Black; Frost, Don, Bristol-Myers.

Geist, Ellsworth, S. D. Warren Co.; Gerbic, E. G., Johnson & Johnson; Gerhart, Frank, American Type Founders; Gibney, Al, National Bank Book; Goldner, Frank C., S. H. Burbank & Co; Gorman, Patrick H., Philip Morris; Gorski, Henry, P. Ballantine & Sons; Graham, A. C., Liebmann Breweries; Gregory, F. F., A. O. Smith Corp.; Guttenberg, Edgar E., Calvert Distillers Corp.

Hagaman, L. K., Mengel Co.; Hammer, Roy J., Tappan Stove; Harrington, R. H., General Tire & Rubber; Harrison, N. C. Jr., Coca-Cola Co.; Harvey, Doris, Pet Milk; Hawkins, Franklyn R., Libbey - Owens - Ford Heusner, W. W., Pabst Sales; Hibbard, Joe, Pet Milk Sales Corp.; Hall, Douglas B., Aluminum Co. of America; Hooker, M. J., Dow Chemical; Horton, Hal, Singer; Hough, J. K., Goodyear; Houghton, Walter C., Calvert Distillers; Housman, A. J., National Carbon; Hubbard, Thomas B., Cannon Mills; Hubbell, Jack, Simmons Co.; Hurlbrink, Anne M., Pennsylvania Salt Mfg.

Jackson, Norton B., St. Regis Paper; Jessen, Harold J., Falstaff Brewing; Johnson, Earle L., Gerber Products; Junod, Charles F., Pacquin Inc.

Kambach, M. R., Aluminum Co. of America; Keith, Robert J., Pillsbury Mills; Kelly, P. J., National Distillers; Kesner, Robert, Coca-Cola Co.; Koff, Murray, Seagram Distillers.

Landis, Dean, Maytag Co.; Lantz, W. P., Lambert Co.; Leader, Ed, Bankers Life; Lear, Robert W., Am. Radiator & Standard Sanitary Corp.; Leister M. H., Sun Oil; Lightner, Tom G., Fostoria Glass; Lloyd, Robert L., International Nickel.

McCollister, Frier, Simmons Co.; McConnell, J. W., Hiram Walker; McQuarrie, Athol, Assn. of Canadian Advertisers.

Marple, Howard A., Monsanto Chemical; Maurer, J. Ward, Wildroot Co.; Marsteller, Wm. A., Rockwell Mfg.; Maxcy, Ken, Jones & Laughlin Steel Corp.; Metz, Henry, Addressograph-Multigraph; Meyer, Larry, Int. Cellucotton Products; Miller, Duke, Berkshire Knitting Mills; Miller, Gilbert M., duPont; Miller, Jule P., Pet Milk Co.; Mines, Morris B., Celanese Corp.; Mitchell, Jack, Remington Arms; Morgan, W. A., Continental Oil; Morris, Frank G., Plough Inc.; Morse, Edward S., Celanese Corp.; Morse, Julia, Distillers; Mossman, R. D. Jones & Laughlin Steel; Moyer, L. P., General Electric; Murphy, Chandler, Minneapolis-Honeywell.

Newcomb, G. L. Jr., Singer Sewing Machine; Ninabuck, William L., International Harvester; Nunn, Wesley I., Standar Oil Co. O'Brien, Wm. E., Toastmaster Products.

Peabody, Stuart, Borden's; Pedder, J. F., Dearborn Motors; Percy, George A., Bauer & Black; Person, Charles W., American Gas Assn.; Pierce, Q. D., Jaques Mfg.; Piggott, Robert J., Grove Labs; Potter, W. B., Eastman Kodak; Poulton, H. L., Pittsburgh Plate Glass; Pratt, Willis H. Jr., AT&T.

Raymond, Harriet, Celanese Corp.; Reese, Ralph W., Frankfort Distillers; Reeves, P. J., Timken Roller Bearing; Reinbolt, Charles A. Jr., Avco Mfg.; Ritchey, Jack, Simmons Co.; Rose, Stanley H., Celanese Corp.; Ruth, Chester W., Republic Steel.

Sandberg, John, Kraft Foods; Schaeffer, W. L., National Tube; Schwaegerle, Vernon, American Meat Institute; Shallberg, G. A. Jr., Borg-Warner; Shannon, W. S., Springs Mills; Sharp, Jay M., Aluminum Co. of America; Singleton, James M., Sales Management; Skinner, B. E., J. I. Case Co.; Smith, N. B., Sunshine Biscuit; Spindler, Howard L., Am. Radiator & Standard Sanitary; Stebbins, Fred C., Corning Glass Works; Stevens, A. R., National Dairy; Stinson, William S., Cherry-Burrell; Stone, M. S., Quaker Oats; Swenehart, John, Atlas Powder.

Thompson, H. S., Miles Labs; Thomson, Chester L., Calvert Distillers; Tibbott, David W., New England Mutual Life Ins.; Torrence, F. J., John Morrell & Co., Trupp, Bernard, Crown Central Petroleum.

Waddington, L. E., Miles Labs; Ward, Taylor D., Kimberly-Clark; Watrous, David G., Parker Pen; White, Paul D., Celanese Corp.; Wilkins, Carl, Gerber Products; Willis, Paul H., Carnation; Willits, G. W., Johnson & Johnson; Wruck, George T., Jaques Mfg.; Wilson, H. B., Hammermill Paper; Winslow, Ralph, Koppers Co.; Wyss, J. H., Coopers Inc. Young, John P., Gorham Co.

TRIO at ANA convention included (l to r): C. T. Birch, advertising v.p., Andrew Jergens Co.; I. W. Digges, ANA counsel; Robert B. Brown, Bristol-Myers v.p.

BMB

(Continued from page 27)

in expediting his departure, and for his willingness in meeting Mrs. Bullitt.

Amplifying on the situation, Judge Miller explained it was decided after Tuesday's meeting that one of the tri-partite organizations —AAAA—would handle public relations as a matter of administrative detail. The three organizations are NAB, ANA and AAAA.

Members of the committee who were present at the Tuesday meeting in New York were Mr. Gamble, Joseph Allen, Bristol-Myers Inc.; Judge Miller; J. Harold Ryan of Fort Industries, chairman, and Roger Clipp, WFIL Philadelphia.

Other Executives

As far as was known, the executive committee action did not concern the other remaining executives of BMB, including Cortlandt Langley, assistant to the president. Mr. Langley will continue in his post, it was said.

At the original announcement of Mr. Feltis' resignation, it was said that Mr. Langley and Dr. Baker would jointly assume management responsibilities after Mr. Feltis left.

Meanwhile, a breakdown of responses to Mr. Feltis' solicitation several weeks ago asking subscribers to authorize a $100,000 dip into a reserve fund in order to finance the second study now under way was released at BMB offices.

The $100,000 reserve fund had been set aside against a possible Internal Revenue Bureau decision denying BMB's claim that it is a non-taxable operation. Subscribers were asked to agree to underwrite their pro rata share of the tax reserve in case BMB had to draw upon it, thus freeing the $100,000 for payment of current bills in compiling the second study.

338 Affirmatives

According to BMB, 338 subscribers responded with unqualified affirmatives, representing a total of $85,783: 34 subscribers, representing $7,599 (including Mutual which already had announced its withdrawal from BMB) said, "no"; 28 subscribers, representing $16,462, sent answers which were described as qualified agreements; 10 subscribers, representing $1,269, responded with questions without commitment.

The $85,783, of unqualified affirmatives, plus $33,333 pledged by NAB and $15,000 by the AAAA, to underwrite a possible tax fund more than covered the $100,000 worth of pledges that was needed.

SOOT YIELD

WGBF Backs Experiment

THINGS have been looking mighty black in Evansville, Ind., lately, so Clarence Leich, WGBF Evansville general manager, decided to find out just how bad things were. It's not that business is bad, it's just that Evansville has the same trouble as many other industrial towns—soot.

After a series of experiments, which were backed by WGBF, it was found that the soot yield of one square mile area in seven hours is approximately three tons. This was on a Saturday, too, a time when many plants are closed down. A future study will include a work day.

This is how the experiments were conducted: Metal plates, 30 inches square and covered with absorbent paper, were placed in 12 different locations throughout the city. An attempt was made to make each location the center of a square mile. After seven hours of exposure, the plates were picked up and taken to the chemistry laboratory. There the paper was dissolved and the soot filtered out. After weighing the residue, it was possible to figure the soot fall on a square mile area.

The plate set up at WGBF received the second heaviest fall in the city, representing approximately 5,000 pounds for the square mile area.

NBC *Great Gildersleeve* has received bronze medal by 1948 Jury of Annual Advertising and Selling Awards for its April 7, 1948, program which "emphasized a social message with smashing impact." Harold Peary is star of show.

CBS Gets Two

(Continued from page 31)

was entailed in winning the giveaway. The jackpot presumably will exceed most if not all others now on the air.

Mr. Heidt's program is scheduled to remain in the 10:30-11 p.m. Sunday spot throughout the summer.

CBS Package Shows

At the same time, it became known that CBS is preparing nine package shows in New York and Hollywood, most of which are expected to take to the air by late spring or early summer.

One of the shows is a full-hour talent clinic with Clifton Fadiman as m.c. New York program chiefs are working out this show. All other programs in the making are 30-minute shows. Several have big names.

Hoagy Carmichael will be a piano player-song writer who is a detective by chance in *Melody Morgan*. Rudy Vallee will star in *Dear Doctor*, playing the part of a professor of anthropology. Joan Davis will head the cast of *Leave It to Joan*, a comedy series about a department store clerk who dreams of the days her knight comes along.

CBS also will present Janet Waldo and Jimmy Lydon in *Young Love*, about a young college couple who marry in their freshman year. The lead role has yet to be decided for a dramatic program about a young man who operates a radio and television shop.

Another show will be *Eddie and Anne*, a view of the adult work world through the eyes of a 12-year-old boy. Also being planned is *Make Believe Town*, dramatic series with a Hollywood background. A quiz show called *Earned Your Apples*, is being readied, with school teachers the sole participants.

N. Y. MANAGERS

To Discuss Labor, Charity

LABOR questions and the problem of allocating time to charities will be discussed by the newly formed New York Radio Station Managers Committee at its next meeting April 18 at the Waldorf-Astoria.

Eldon A. Park, WINS manager, temporary chairman of the group which has representatives from all New York stations, said that wage demands by various unions would be among the labor items discussed.

On the question of allocation of time to charities, it is expected that a plan will be developed to channel charitable drives so that stations are not beset by demands from many organizations for free time simultaneously. Cooperation of the charities will be sought.

The committee was formed Feb. 21 at a meeting of the general managers of all New York stations, except for one manager who was out of town.

Mr. Park is head of the group's executive committee, whose other members are Norman Boggs, WMCA, and Herman Bess, WLIB.

CBS Report

(Continued from page 28)

more than the $38,969,364 the year before.

Carried as an asset of $658,744 was a Jack Benny motion picture production, "The Lucky Stiff," acquired as part of the Benny talent deal. On the liability side were notes payable to an unnamed bank of $435,000 with the motion picture as collateral.

Another significant asset was "talent contract, program rights, scripts, etc." Swollen by the several CBS talent buys, this asset was carried at $3,233,655, whereas the year before it was a puny $328,558.

The consolidated statement of income and earned surplus revealed an increase in 1948, the figure being $24,434,870, or $1,906,978 over the $23,527,892 of the year before.

Gross income from sale of facilities, talent, lines, records was $98,377,258 for the year, compared with $101,045,647 the year before. Selling, general and administrative expenses, however, increased by over a million dollars, going from $15,530,120 to $16,673,431. Federal taxes were $3,100,000 in 1948 as against $3,600,000 the year before. Other taxes amounted to about $1,000,000 for 1948, $100,000 more than the previous 12 months.

Total expenditures for fixed assets during 1948 were approximately $2,550,000 which included substantial amounts for new television studio construction and equipment.

The 62 national advertisers of CBS and the number of weeks they have been on the network:

ADVERTISER	WEEKS ON CBS
William Wrigley Jr. Co.	863
Whitehall Pharmacal Co.	830
R. J. Reynolds Tobacco Co.	805
Pet Milk Sales Co.	778
Gulf Oil Corp.	772
Liggett & Myers Tobacco Co.	744
Procter & Gamble Co.	741
Campbell Soup Co.	733
Continental Baking Co.	730
General Foods Corp.	708
Lever Brothers Co.	699
Bayer Co.	690
Colgate-Palmolive-Peet Co.	677
Philip Morris & Co.	645
Chrysler Corp., DeSoto-Plymouth Dealers	630
P. Lorillard Co.	605
American Tobacco Co.	575
Texas Co.	564
International Silver Co.	549
Pillsbury Mills Inc.	537
Charles H. Phillips Co.	532
Cheseborough Mfg. Co., Consolidated	530
Ford Motor Co.	521
Prudential Insurance Co. of America	500
Bowey's Inc.	486
Cream of Wheat Corp.	444
Curtiss Candy Co.	435
Emerson Drug Co.	426
Manhattan Soap Co.	403
Armstrong Cork Co.	378
Campana Sales Co.	377
Johns-Manville Corp.	361
General Motors Corp.	360
Coca-Cola Co.	348
General Electric Co.	313
Ballard & Ballard Co.	308
Lambert Co.	275
Electric Companies Adv. Program	265
Thomas J. Lipton Co.	256
Borden Co.	234
Anchor Hocking Glass Corp.	221
Armour & Co.	215
B. T. Babbitt Inc.	196
Household Finance Corp.	195
Luden's Inc.	192
Wildroot Co.	171
Electric Auto-Lite Co.	169
Nash-Kelvinator Corp.	158
Hall Brothers Inc.	149
Miles Laboratories Inc.	145
Ferry-Morse Seed Co.	136
Gillette Safety Razor Co.	132
Toni Inc.	131
Metropolitan Life Ins. Co.	118
Standard Oil Co. (N. J.)	104
Charles E. Hires Co.	78
National Biscuit Co.	58
W. A. Sheaffer Pen Co.	52
International Harvester Corp.	39
Gold Seal Co.	31
Longines-Wittnauer Watch Co.	14
William H. Wise & Co.	4

Code

(Continued from page 29)

sential" that standards be developed for TV, FM, Storecasting and Transit Radio "in order that competition may not damage the reputations of all the broadcasting media." He cited in particular the increased responsibility of operators of Transit Radio "when listeners cannot control the radio dial."

Answers to these questions are contained in the booklet:

Is it true that there is a large and active station group now fighting the standards?

What influence did the Blue Book or the FCC have on specific items in the standards?

How much, if any, did newspaper and magazine editorializing influence the standards?

Will the networks observe the standards, including the provisions for "cow-catchers" and "hitch-hikes?"

Has the NAB worked closely with the AAAA to get them to conform?

Why was it felt necessary to make the standards more stringent than the previous code, particularly in regard to commercial time allowance?

What effect on radio advertising costs, national or local, will the observance of the Standards of Practice have?

What is the effective date of the standards?

What happens in May if radio stations are still waiting for their competitors to live up to the code insofar as local business is concerned?

What do stations report are the major obstacles to observance of the standards regarding commercials?

What has been the experience of stations which put the Standards of Practice into effect immediately after they were approved in May 1948? With audiences? With local advertisers? With national advertisers?

Do you think the development of other media—TV, FM, Storecasting, and Transit FM—will affect observance of the Standards of Practice?

Do you think the small rural stations will ever give up their "shopping guide" programs?

According to the trade press, the NAB intends to find and use means to enforce the code. What progress has been made and how does the NAB plan to enforce the code?

What opinions do the NAB have as to the use by the FCC of the code when stations are applying for license renewals?

'WOW-Land'

ADVERTISING men of Norton, Kan., whom WOW Omaha staked among others to a "silver dollar bank account" last April, have been advised to fish or cut bait. Placing the claim with the Omaha National Bank, station originally sent letters to agencies and advertisers, together with bank books, advising them of their investment in "WOW-Land." Promotion, designed to commemorate WOW's 25th anniversary, grew to 1,500 recipients and 200 banks [BROADCASTING, May 3, April 5, 1948]. When W. W. Rouse, president of Norton's First State Bank, found several of the accounts on the books, however, he sent each advertising man a silver dollar, with this advice: "Keep it and spend it—thus closing out your account—or send me another to make your stake in this rich WOW-Land grow!"

SURE,

some Chicago stations

can be heard in South Bend

. . . but the audience

LISTENS

to WSBT!

There's a whale of a big difference between "reaching" a market and *covering* it! Some Chicago stations send a signal into South Bend—but the audience *listens* to WSBT. No other station—Chicago, local, or elsewhere—even comes close in Share of Audience. Hooper proves it.

WSBT
SOUTH BEND

5000 WATTS • 960 KC • CBS

PAUL H. RAYMER COMPANY • NATIONAL REPRESENTATIVE

THE LATEST WCKY STORY

WCKY's AUDIENCE IS STILL GROWING!

Here is the percentage of audience, 8 AM—8 PM, Monday thru Sunday*:

WCKY	**18.9**
Network Station A	**15.7**
" " B	**18.2**
" " C	**23.6**
" " D	**15.7**

WCKY leads all Cincinnati stations in percentage of audience 8 AM—8 PM except one.

YOUR ADVERTISING DOLLAR BUYS MORE ON WCKY!

(—Pulse, Jan.-Feb. 1949)*

INVEST YOUR AD DOLLAR WCKY'S-LY

IN CINCINNATI,
YOUR BEST BUY
IS WCKY!

In the past month, the following advertisers have joined the long list of SATISFIED WCKY sponsors:

- PROCTER & GAMBLE—TIDE
- ADAMS HATS
- KELVINATOR REFRIGERATORS
- BLATZ BEER
- DOT FOODS
- ALLIED CHEMICAL & DYE CO.
- DUFF'S MIXES
- PERMA BROOMS
- ROBERT HALL CLOTHES
- FLOYD & CO—SERVEL DISTRIBUTORS
- PENNINGTON BAKERIES
- SCHOENLING BEER
- CROSLEY REFRIGERATORS

WCKY SETS THE PACE IN 1949!

L. B. Wilson

WCKY

CINCINNATI

Call Collect C. H. "Top" Topmiller,
in Cincinnati Cherry 6565—TWX Cin 281
or
Tom Welstead, 53 E 51st St.
New York City Eldorado 5-1127—TWX NY 1-1688

FIFTY THOUSAND WATTS OF SELLING POWER

Editorial

The Movie Picture

HANGING in the balance before the FCC—and perhaps slated for the courts or Congress—is the vexatious problem of motion picture ownership of stations.

Motion picture people have been in station ownership from the beginning of radio. The spectre of competition provoked a number of Hollywood producers to pioneer in TV.

Little or no FCC consideration was given to licensing policy in the movie field until the Supreme Court several months ago upheld anti-trust violations by major Hollywood producers in the distribution of film to exhibition houses which they owned or partially owned, or through exclusive booking to other theatres.

How then, does a motion picture theatre differ from a broadcast station—aural or TV? That was the question sprung upon an unsuspecting movie industry and upon the FCC itself by its crusading lawyers, who seem to have more of "What makes Sammy run" than any of the other Government regulatory agencies.

And this legalistic conundrum has been extended to others in radio who have been placed under FCC Law Bureau scrutiny because of anti-trust aspects. The upshot is that all movie producers, some exhibitors, and several companies in the equipment and appliance field—all involved in anti-trust proceedings—are placed under the stigma of temporary licensing.

This is reminiscent of the newspaper situation of a decade ago. President Roosevelt didn't like the press because it opposed him. Radio, on the other hand, had no editorial opinion, and the FDR microphone technique won four straight elections, breaking all precedent, against the overwhelming opposition of 80% of the nation's newspaper circulation.

We opposed the FDR position because it was discriminatory. It would have made second-class citizens of newspaper publishers. It would have slammed the door of opportunity in the face of printed journalism which might want to engage in "audible journalism."

There were abuses by newspaper owners. There are abuses today. Some newspapers do not list competitive station logs. By and large, however, radio is better off because no class or segment has been precluded from ownership. And the public, we feel, is better served despite these isolated cases of unfair practices.

For that same reason we oppose any policy that would relegate motion picture producers or exhibitors to second class status in radio or TV.

Movie men will find some comfort in the personal comment of FCC Chairman Coy [BROADCASTING, March 21] that he did not think that movie exhibitors should be disqualified merely because they are exhibitors. But he pointed to the FCC policy of favoring non-newspaper applicants over newspapers when it has to choose and when all other factors are equal.

No movie company has been adjudged monopolistic in radio or communications. Nor has any manufacturing company. We string along with the lucid argument of Paul A. Porter, former FCC chairman, who contends in behalf of Paramount, that for the FCC to disqualify anti-trust violators in fields other than radio would mean an upheaval in radio and TV ownership today. Conceivably every station using AP news as an associate member would be culpable.

A ruling in favor of motion picture licensing in radio would doubtless open the floodgates for applications in TV by motion picture interests. The FCC has ample power to checkmate monopolistic grabs; indeed it already has done so by limiting ownership of TV stations to five in the hands of a single entity. Such a ruling, for example, also would clear the path for acquisition by 20th Century-Fox of the ABC network, with its five TV authorizations—a transaction now said to be cold, but which more likely is stymied, pending FCC judgment on licensing policy.

While we stoutly defend the right of movie or newspaper or any other group to participate in the development of the radio media, we would just as vigorously oppose their domination of the field, making radio subservient to other pursuits. The radio media are not show-business per se. They have achieved public favor because they give the public what it wants, not what a tight little group of impressarios in Hollywood thinks the public should have. And radio is spontaneous.

There's no box-office or ticket chopper in radio. The public listens or looks as it pleases. Radio, consequently, has never played to an empty house.

The road ahead is clear and well marked. Hollywood hasn't controlled aural radio these last 29 years. It won't control TV. It should not, however, be barred from the opportunity of joining the radio-TV parade, but it must be in the radio tradition of the public, rather than the box-office, interest.

This Week—'37 Version

WE ENJOYED a smug feeling a few weeks ago when we published results of *Fortune* magazine's survey which showed radio listening as America's favorite leisure activity.

So pronounced was the preference that 51% of the men and 54% of the women placed radio listening first. Men gave "watching sports" a poor second (26%) and women, "doing needlework" the same spot (36%). Fourteen leisure time activities were listed, including reading magazines and books, playing cards, etc.

With that in mind, we were considerably amazed when the March 13 *This Week* magazine (distributed as a Sunday supplement with the *Herald-Tribune* and many other papers) printed a series of charts on recreation habits which gave magazines, newspapers and books 20.9% preference and radio 18.8%! This survey was credited to Graphics Institute, and, like the other, to a *Fortune* magazine study.

We checked our *Fortune* story to make doubly sure. No mistake there. The *Fortune* survey we published gave reading books 18%, magazines 15% for men; 26% and 19% in the same classifications for women. So we called *This Week*.

Here's the story: Through error the March 13 charts were based on a 1937 survey rather than the 1949 study. The editors of *This Week* are red-faced. They apologize. They have already had inquiries from the editors of *Fortune*. At the time of our call it was a moot question whether or not they would run a correction.

But no great harm was done. People generally know that they prefer radio listening to other leisure pursuits. Advertisers know it, agencies too.

A rather surprising thing is pointed up by the error. That is the enormous growth in popularity of radio listening. In 1938 it was 18.8%. Eleven years later, in a similar popularity poll, radio rated well over 50%. Not a bad showing for American broadcasters.

Perhaps we owe *This Week* a vote of thanks, after all.

Our Respects To —

PAUL HOLMAN FAUST

MAGIC—the accomplishment of marvels by veiled but natural means—is a favorite avocation and perhaps a sparkplug to his philosophy of life, confesses Holman Faust, vice president and radio director of Chicago's Mitchell-Faust agency. He doesn't consider himself a magician, though. Rather, he terms himself a speaker who uses magic to clarify or emphasize points and thoughts.

Magic was woven into the life pattern of Mr. Faust from the beginning. Dubbed Paul Holman Faust at his birth June 11, 1905 in Minneapolis, he has since seen the front name do a disappearing act surpassing his best sleight-of-hand.

The family moved to Chicago soon after "The Event," when his father resigned as advertising manager of a Minneapolis daily to join Lord & Thomas agency. A few years later, the entourage moved to Evanston, North Shore suburb, where it has remained.

The occult art was introduced to Holman Faust at close range when, at the age of 10, he met a magician during a visit to Ottumwa, Iowa. The interlude lingered in his mind, although more active days at Loyola Academy in Chicago and St. John's Military Academy at Delafield, Wis., were destined to overshadow it.

A loyal son of an ad man, Holman Faust cherished agency work as his goal but playwriting as his pet sideline. At the U. of Wisconsin, apart from academic work in liberal arts, he allotted much of his mental and physical energy to dramatics and politics, "which are really much the same thing."

After learning to beat out tap routines in a musty Chicago studio on Saturdays, he teamed with another fleet-footer. As a dance act, they toured the Midwest (Peoria, Indianapolis, Racine, St. Louis) with the university's Haresfoot Club, performing the then-popular schottisch and clog.

An experimental university group, the Wisconsin Players, also claimed him as its own. Motivated by his playwriting dreams, he labored for the troupe as a writer, producer, designer, director, electrician and property man. He was tapped for Pi Epsilon Delta (National Collegiate Players), honorary dramatic fraternity, as a reward for his industry.

His social fraternity, Chi Psi, still is indebted to him for his having brought Houdini to the "lodge" annually for four years. Once the young Mr. Faust went backstage when Houdini was appearing in Madison and invited

(Continued on page 48)

44 ADVERTISERS

have been selling over WOV for an average of 10 years each. They know that on WOV

RESULTS is the BUY-WORD

Your WOV salesman will give you specific market information on each of 5 Audited Audiences. You too can take the guess out of buying.

WAKE UP NEW YORK • 1280 CLUB
BAND PARADE • PRAIRIE STARS

Italian language market, 2,100,000 individuals, larger than St. Louis and Kansas City combined.

Originators of
Audited Audiences

WOV
NEW YORK

RALPH N. WEIL, Gen. Mgr. · The Bolling Company, National Representatives

District 1

(Continued from page 25)

(5) Coordinate your advertising. Display radio advertised merchandise, promote it in papers and windows. Let your sales people know what you're advertising. They have ideas too.

Speaking at the morning session, Mr. Doherty announced that the NAB employe-employer relations department is now preparing studies on operating costs of stations, with particular emphasis on labor costs, so that broadcasters may have a yardstick by which to evaluate their own cost factors.

Herbert L. Kreuger, commercial manager of WTAG Worcester and treasurer of the All Radio Presentation Committee, reported that the all-radio film is expected to be released to stations by fall and urged members to subscribe. A separate incorporated committee, which will do a continuing promotional job for the industry, he said, will be definitely established before the convention of the NAB in Chicago.

Meyers' Speech

Milton Meyers, owner of WWCO Waterbury, Conn., speaking at a closed session, decried the practice of transcription library firms which do not sell their libraries but offer them solely on a basis of rent, lease or loan. It is about the only piece of equipment or item of supply which we cannot buy, he said, and is about the only piece of program material that we must rent.

Mr. Meyers also charged that transcription library rates not only have increased but are similar in form and almost identical in price. I suggest to you, he said, that the most vicious practice in our business is this situation and it is to be regretted that serious consideration thereto should have waited until now. It is my opinion that broadcasters, as a group, might go into the transcription production business, not on a sample basis. "If necessary, we might buy one or more of the existing companies and go into the business of selling —not leasing—transcription libraries to the stations."

He offered the following resolution: "That we, as a district meeting, take whatever steps are necessary, through our director, Harold E. Fellows, to call to the attention of the NAB in convention assembled that it is our opinion that immediate thought and effort should be given to study the establishment of facilities for, or the making arrangements with facilities existent for the purpose of recording and distributing on an outright sales basis only, complete transcription libraries and things kindred, and, with relations to profit on said enterprise, that it be done on a no profit basis"

Transcription library companies were excluded from the closed session.

A meeting of independent stations was called for the following morning by William B. McGrath, managing director, WHDH Boston, and chairman of the unaffiliated stations, District 1, NAB.

Session was primarily an exploratory one to determine what problems might be brought up at the Chicago convention in concert with independent groups from other NAB districts. Discussion centered around problems of the non-affiliates as they relate to BMB, the industry code, all-radio presentation, and TV.

Generally, the independents are seeking more representation from higher echelon of NAB.

Those attending included:

Addison Amor NBC, Larry Anderson, WTAO Cambidge, Mass.; James D. Asher, WJDA Quincy, Mass.; Angus Baily, WSAR Fall River, Mass.; Dana F. Baird, Weed & Co.; Albert S. Baker, WKXL, Concord, N. H.; Dr. Kenneth Baker, BMB; Ernest Batchelder, WKNE Keene, N. H.; Harold Bates, WJPY Burlington, Vt.; Paul Belaire, WBKA Brockton, Mass.; Ford Billings, WEIM Fitchberg, Mass.; A. J. Brissette WTAG Worcester, Mass.; John J. Boyle, WJAR Providence, R. I.; C. D. Brown, WTVL Waterville, Me.; E. A. Browning, WTAG Worcester, Mass.; Arthur T. Brush, WHDH Boston; Hervey Carter, WMUR Manchester, N. H.; Gerald Harrison, WMAS Springfield, Mass.; Vincent Chandler, WMUR Manchester, N. H.; Earle G. Clement, WBET Brockton, Mass.; Tom Colton, WARE, Ware, Mass.

J. Fred Curran, WBKA Brockton, Mass.; Kenneth M. Curto, WPRO Providence, R. I.; Joseph K. Close, WKNE Keene, N. H.; Robert Collins, WMUR Manchester, N. H.; Irwin C. Cowper, WTIC Hartford, Conn.; Charles F. Curran, WBKA Brockton, Mass.; Richard W. Davis, WELI New Haven, Conn.; Arthur A. Deters, WIDE Biddeford, Me.; Richard Doherty, NAB; W. Ward Dorrell, C. E. Hooper Inc.; Charles N. Derose, WHYN Hyannis, Mass.; Walter Dickson, WABI Bangor, Me.; Robert Donahue, WMAS Springfield, Mass.; Harold Dorschug, WEEI Boston; Wilbur Edwards, WEEI Boston; Rudy Frank, WELI New Haven, Conn.; Harold E. Fellows, WEEI Boston; W. C. Franklin, WMMW Meriden, Conn.; Creighton E. Gatchell, WGAN Portland; Ralph Gottlieb, WKBR Manchester, N. H.; Ansel E. Gridley, WARE, Ware, Mass.; John Guider, WMOU Berlin, N. H.; Charles A. Fuller, WBET Brockton, Mass.; Ray Girardin, WEEI Boston; Warren Greenwood, WHAV Haverhill, Mass.; Saul Gross, WFEA Manchester, N. H.; Kolin Hager, SESAC; Roy Harlow, BMI; Carl Haverlin, BMI; Walter Haase, WDRC Hartford, Conn.; John W. Haigis Jr., WHAI Greenfield, Mass.; W. H. Hauser, WBZ Boston; James Higgins, WHDH Boston; George W. Hinckley, WLAW Lawrence, Mass.; Milton Honeyers, WWCO Waterbury, Conn.; Paul Hurd, WHAV Haverhill, Mass.; George H. Jaspert, WCCM Lawrence, Mass.

William Kerwin, WHDH Boston; David M. Kimel, WLAW Lawrence, Mass.; Charles Kuhner, WMNB North Adams, Mass.; William B. McGrath, WHDH Boston; C. H. Masse, WBZ Boston; Henry G. Molina Jr., WEIM Fitchburg, Mass.; Harold B. Morrill, WLAW Lawrence, Mass.; R. E. Nelson, Machlett Laboratories Inc.; Richard J. O'Brian, WMNB North Adams, Mass.; James M. Patt, WNBH, New Bedford, Mass.; Robert M. Peebles,

MAINE broadcasters discuss mutual problems at NAB District 1 meeting. (L to r): Francis Simpson, assistant manager, WABI Bangor; Walter Dickson, WABI chief engineer; Carleton D. Brown, WTVL Waterville president, and Murray Carpenter, WPOR Portland president. Meeting was held in Boston.

TABLE TALK featured Hoopers and sales in this corner at joint luncheon-meeting of NAB District 1 and Radio Executives Club of Boston last week. L to r: W. Ward Dorrell, vice president, C. E. Hooper Inc.; W. C. Swartley, station manager, WBZ Boston; C. H. Masse, sales mgr., WBZ, and William Warner, sales mgr., WHDH Boston.

LENDING the lady an ear at NAB-REC luncheon in Boston last week were (l to r): Harold Dorschug, chief engineer, WEEI Boston, and chairman NAB District 1 engineering conference; Herbert L. Krueger, commercial manager WTAG Worcester, and treasurer, All-Radio Presentation Committee, and Craig Lawrence, general manager, WCOP Boston, and vice president, REC, Boston. The lady is Jan Gilbert, radio director, Harold Cabot & Co. agency and secretary, REC. Mr. Krueger earlier had reported on the all-radio film.

WKNE, Keene, N. H.; Lawrence A. Reilly, WTXL, West Springfield, Mass; E. E. Hill, WTAG Worcester; Jim Hennessey, WMOU Berlin, N. H.; Frank S. Hoy, WLAM Lewiston, Me.; John J. Hurley, WNEB Worcester, Mass.; Fred Joslin, WARE Ware, Mass.; J. Gordon Keyworth, WMNB North Adams, Mass.; H. William Koster, WPJK, Providence, R. I.; Melvin Lahr, WSAR Fall River, Mass.; Bert Lown, Assoc. Pgm. Service; Nellie F. McCain, WALE, Fall River, Mass.; William Male, WDRC Hartford, Conn.; Elliot P. Miller, WKNB & WFHA New Britain, Conn.; Richard Monahan, WEIM, Fitchburg, Mass.; Jack Murray, WEEI, Boston; Hal Newell, WBKA, Brockton; John T. Parsons, WBRK Pittsfield, Mass.; Lin Pattee, BMI; Paul Perreault, WTAC Concord, N. H.; David M. Richman, WHOB Gardner, Mass.; J. Edgar Hills, RCA Victor; Charles Holbrook, WMOU Berlin, N. H.; Paul Huber, WTVL Waterville, Me.; Bernard Jacobsen, WSKI Barre, Vt.; Peter B. Jenney, WKNB New Britain, Conn.; H. Scott Kilgore, Collins Radio Co.; Herbert L. Krueger, WTAG Worcester, Mass.; Gordon Lewis, WIDE Biddeford, Me.; Frank Lyman, WTAO Cambridge, Mass.

Mark MacAdam, WBKA Brockton, Mass.; Paul H. Martin, WSKI Barre, Vt.; Maurice Mitchell, NAB; Gordon Moore, WMUR Manchester, N. H.; Kenneth B. Murray, WNEB Worcester, Mass.; H. W. Nichols, WHAI Greenfield, Mass.; Gus R. Parmet, WALE Fall River, Mass.; John Pavoa, WSAR Fall River, Mass.; C. Otis Rawalt; William H. Rines, WCSH Portland, Me.; Ralph J. Robinson, WACE Chicopee, Mass.; J. Maxim Ryder, WBRY Waterbury, Conn.; Arnold F. Schoen Jr., WPRO Providence; Alex Sherwood, Standard Radio; George L. Sisson, WALE Fall River, Mass.; A. E. Spokes, WJOY Burlington, Vt.; W. C. Swartley, WBZ Boston; Charles B. H. Vaill, WEEI Boston; Wallace A. Walker, WFCI Pawtucket, R. I.; Pierre Weis, Lang-Worth, Feature Programs, Charles W. Woodward, Jr., WPJB, Providence, R. I.; Arthur I. Rothafel, WFEA Manchester, N. H.; Dr. Ben Sachner, WBIS Bristol, Conn.; C. A. Schultz, WMMW Meriden, Conn.; Elden H. Shute Jr., WLAM Lewiston, Me.; J. Roger Sisson, WALE Fall River, Mass.; Mildred Stanton, WORC Worcester, Mass.; Al Tanger, WHDH, Boston; Harold Vigue, WTVL Waterville, Me.

William W. Warner, WHDH Boston; Carl S. Wheeler, WMAS Springfield, Mass.; Joseph Weed, Weed & Co.; W. F. Rust Jr., WKBR Manchester, N. H.; Lew Sargent, WHAV Haverhill, Mass.; Ed Schweitzer, WELI New Haven, Conn.; Francis Simpson, WABI Bangor, Me.; Charles E. Snow, Western Electric; Gerald Staten, WNBH New Bedford; Joseph H. Tobin, WJDA Quincy, Mass.; Parker Vincent, WHOB Fall River, Mass.; J. Buz Way, WALE Fall River, Mass.; Paul Wickham, WEIM Fitchburg, Mass.

New Guild Series

NEW TRANSCRIBED series, *What Difference Does It Make* is being added by Broadcasters Guild, according to James Parks, Hollywood vice president. Five minute narratives built around little known facts feature Jim Hayward. Program was used on KMPC Hollywood for more than five months, according to Mr. Parks.

'ON THE SPOT'

WDVA Best on Local Fire

"ON THE SPOT" beat spotlighted WDVA Danville, Va.'s coverage of a $1 million fire and explosion which blanked Danville's business district March 16. Roy Springer, WDVA sales representative, calling on a client in the vicinity, heard the explosion at 11:04 a.m. and saw smoke belching forth from R. S. Wooten Co.'s store. Immediately, Mr. Springer relayed the story by phone to the WDVA news room.

Within ten minutes Program Director Dick Campbell and Promotion Director Bill Ashworth arrived on the scene. Mr. Ashworth began taking pictures, being the first cameraman on the scene, and Mr. Campbell called the station for remote equipment. Announcer Jim Campbell broadcast live on the noon news program while the fire was still raging.

An hour after the fire started a tape recorded broadcast was aired, and ran for two and half hours. A repeat was aired at 9:30 p.m. During the live and recorded broadcasts WDVA reports it was deluged with phone calls commending its coverage.

Recording of most exciting action was rushed by plane to Washington where WOL was to carry it on its *Mutual Newsreel*. Difficulties prevented arrival on the 16th, but material was carried on the following night's program.

Anti-Censorship Meet

ARTISTS GUILD will sponsor a meeting in New York today (March 28) to discuss "problems arising from the spread of censorship movements," according to an announcement from the organization's New York headquarters. Representatives of organizations opposed to censorship in any form have been invited. Meeting will be held at the Society of Illustrators. Pointing to efforts to create official censorship over radio and other public information media, Artists Guild said it is thinking in terms of a coordinating council designed to bring together those who are alarmed at "a trend toward suppression of thought."

Advertisement

THE NEW RCA TAPE RECORDER
SEE IT AT
THE NAB CONVENTION
(deliveries start June 1st)

FCC'S RIGHTS
WGST Case Nears SCOTUS

THE QUESTION of FCC's authority over a licensee's business contracts appeared headed toward the U. S. Supreme Court last week in the long-drawn WGST Atlanta case.

Representatives of the state-owned station said they would ask the Supreme Court to review a lower court's ruling that the Board of Regents of the Georgia School of Technology, WGST licensee, must honor a 1943 contract whose terms FCC disapproved.

Their notice of appeal was filed after the Georgia Supreme Court refused to consider the case, thus leaving in effect the lower court's ruling [BROADCASTING, Oct. 13, 1947].

The case dates back to a management contract which FCC regarded as putting Southern Broadcasting Stations Inc. in control of the station. The Regents bought the stock of Southern Broadcasting in 1943, agreeing to pay Southern Broadcasting stockholders 15% of WGST's gross income until Jan. 6, 1950. But FCC held that in 1942 this would have been 70% of the station's net income before taxes and that the arrangement would jeopardize the station's financial ability to operate in the public interest. FCC refused to renew WGST's license until the station cancelled the contract.

The Southern Broadcasting stockholders—including Sam Pickard, former member of the Federal Radio Commission and one-time CBS vice president, and Clarence Calhoun, Atlanta attorney—then filed suit and won a Fulton (Ga.) Superior Court decision ordering the Board of Regents to pay them $140,000 plus 7% interest. This sum represented 15% of monthly billings from Aug. 1, 1945, when the Board allegedly stopped payments, to Sept. 1, 1947.

Lower Court's Stand

In handing down the decision the lower court held that FCC's denial of renewal had no bearing on the Board's obligation to fulfill its contract.

Hamilton Lokey, attorney for the state, filed notice of appeal to the U. S. Supreme Court last week immediately after the Georgia Supreme Court refused to review the case. "I don't think they will like state courts meddling with FCC decisions," he declared.

NBC's *RFD America*, aired from Chicago on AM and TV, has been awarded a plaque by the 4-H Clubs of America. Announcer Bob Murphy received it on a recent show from Guy Noble, director of the National 4-H Club committee. Farm quiz program is owned by the Louis G. Cowan Organization.

INTER-AMERICAN ADVERTISING AGENCY
OF DEL RIO, TEXAS
Exclusive Sales Representative of

RADIO STATION X E R F
(LICENSED TO OPERATE WITH 150,000 WATTS)

Announces the Appointment
of
JOHN E. HOPKINSON
of
DWIGHT ADVERTISING AGENCY
as their
SALES REPRESENTATIVE
IN CHICAGO

X E R F
"America's Sensational Night Time Station That Covers Every State in the Nation" Receives An Average of 25,000 Pieces of Mail Weekly
(Not fan mail but direct orders for merchandise.)

FOR further information, rates and availabilities, advertisers in the Chicago area may contact John E. Hopkinson, Dwight Advertising Agency, 1101 No. Paulina St., Chicago 22, Ill. Telephone Humboldt 6-7522.

TRANSFERS
Commission Gives Approval To Six Changes

APPROVAL was granted by FCC last week to acquisition of control of KSAL Salina, Kan., by the Harris brothers and to sales of WINX-FM Washington for $160,000 to WTOP Inc., new Washington *Post*-CBS owned firm operating WTOP there.

Consent to transfers of interests in KPIK San Luis Obispo, Calif.; WGTC Greenville, N. C.; KATE Albert Lea, Minn., and WFAH (FM) Alliance, Ohio, also was given by the Commission.

In the KSAL transaction, Roy F. Bailey retires his 115 shares in the Salina Journal Inc., part owner of KSAL, for $207,000. The holdings of John P., Fred M. and Sidney Harris thereby are increased proportionately.

Meanwhile, the Commission also granted Dietrich Dirks additional time in which to dispose of his 50% interest in KTRI Sioux City, Iowa. Mr. Dirks was granted purchase of KCOM there for $65,000 [BROADCASTING, Dec. 13, 1948, Feb. 14]. Application has been filed covering sale by Mr. Dirks of his KTRI holding to the station's licensee for retirement.

Details of the transfer grants follow:

KSAL Salina, Kan.—Granted acquisition of control of KSAL Inc., licensee, by John P., and Fred M. and Sidney Harris through retirement by Roy F. Bailey of his 115 shares in Salina Journal Inc., part owner of KSAL. Consideration $207,000. Salina Journal owns 194 of total 400 shares in KSAL Inc. Hutchinson Pub. Co., owner 150 shares in KSAL, is controlled by Harris family. Total 385 shares now outstanding in Salina Journal are held as follows: Robert J. Laubengayer, 65; John P. Harris, 124; Sidney Harris, 125; Earl C. Woodward, 70, and Fred M. Harris, 1. KSAL is assigned 5 kw day, 1 kw night on 1150 kc.

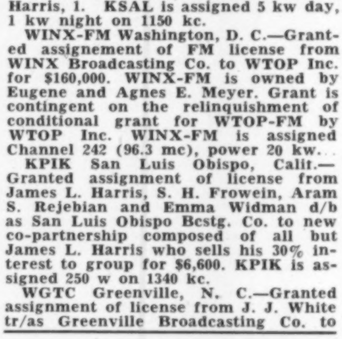
WINX-FM Washington, D. C.—Granted assignement of FM license from WINX Broadcasting Co. to WTOP Inc. for $160,000. WINX-FM is owned by Eugene and Agnes E. Meyer. Grant is contingent on the relinquishment of conditional grant for WTOP-FM by WTOP Inc. WINX-FM is assigned Channel 242 (96.3 mc), power 20 kw.

KPIK San Luis Obispo, Calif.—Granted assignment of license from James L. Harris, S. H. Frowein, Aram S. Rejebian and Emma Widman d/b as San Luis Obispo Bcstg. Co. to new co-partnership composed of all but James L. Harris who sells his 30% interest to group for $6,600. KPIK is assigned 250 w on 1340 kc.

WGTC Greenville, N. C.—Granted assignment of license from J. J. White tr/as Greenville Broadcasting Co. to Carolina Broadcasting System Inc. for $60,000. Carolina Broadcasting is permittee of WGNE, new AM station there assigned 1270 kc, 1 kw, day. WGNE must be surrendered before assignment is effective. WGTC is assigned 1490 kc, 250 w, fulltime.

KATE Albert Lea, Minn.—Granted relinquishment of negative control in Albert Lea-Austin Broadcasting Co. Inc., licensee, from Edgar L. and Lillian H. Hayek to J. George and William R. Wolf and Bennett O. Knudson. Mr. Hayek has sold 40 of his 200 shares (50%) to Mr. Knudson at $354 per share. Option pact further provides that Mr. Knudson, George Wolf, owner 100 shares, and William B. Wolf, owner 100 shares, may acquire rest of Mr. Hayek's stock in 40-share blocks. Jan. 1, 1950, price will be $358 per share; Jan. 1, 1951, $362 per share, and Jan. 1, 1962, $366 per share. KATE is assigned 250 w on 1450 kc.

WFAH (FM) Alliance, Ohio—Granted transfer of control of Review Pub. Co., owner, to Stewart O. McHenry and Arthur J. Hoiles as co-fiduciaries, from Arthur H. Hoiles, deceased. No money involved. WFAH is assigned Channel 269 (101.7 mc), power 1 kw.



JULES PEWOWAR, program director of WMOR Chicago, new FM outlet, finds it difficult to concentrate on the "printed forms" as he accepts applications for acting and singing jobs from graduates of a Chicago models school. Auditioners are (l to r) Maryellen Voss, Margaret Hart and Joan Rowe.—P. S. Mr. Pewowar's job is *not* open. He's quite happy.

Anti-Trust

(Continued from page 31)

for itself "and take its own chances, as do all other applicants," WCOP asserted.

Replying in a brief filed by Harold E. Mott of the Washington firm of Welch, Mott & Morgan, 20th Century denied it was seeking a ruling on the anti-trust decision's effect on its own qualifications. Rather, it asked for "a ruling that violations of the anti-trust statutes, in a field other than radio communications, are not of peculiar significance, as distinguished from other violations of law, and do not *ipso facto* disqualify an applicant."

This question is involved in five pending FCC proceedings and to eliminate it from all five by a single oral argument "would not only expedite the Commission's processes but would also materially reduce the procedural burden on parties to these hearings," the film company declared.

The petition charged that WCOP, in its effort to show that a hearing must precede a declaratory order, "violated one of the basic rules of statutory construction by attempting, in the words of the Supreme Court, "to take a few words from their context and with them thus isolated to attempt to determine their meaning."

In the meantime FCC's staff continued its study of the detailed brief filed by Paramount a week earlier claiming that anti-trust violations outside of radio are no concern of the Commission and that exclusion of such anti-trust violators would mean an "upheaval" in U. S. station ownership [BROADCASTING, March 21].

On another phase of the motion-picture question, FCC Chairman Wayne Coy was reminded that he had overlooked a 1946 decision of the Commission when he said FCC hadn't yet had occasion to consider the desirability of holding a theatre tie-up against an applicant in competitive cases.

FREE TANK of gas for his cigarette lighter is given Al Frances (r) in celebration this month of his first year as the Pure Oil news reporter on WHBC Canton, Ohio. Handling the pump is Dennis St. Clair, Pure Oil district manager. As an additional birthday present, Mr. Frances, WHBC news editor, received a special cake, appropriately decorated with the Pure Oil emblem and a greeting in frosting. Displaying the cake is Jim Roberts, announcer on the news show, which has been renewed for another 52 weeks.

PEABODY AWARDS

Presentation on April 21

ENTRIES in the George Foster Peabody radio award competition have been screened and the awards will be presented at a meeting of the Radio Executives Club in New York City April 21. Dean John E. Drewry of the U. of Georgia's Henry W. Grady School of Journalism, who made the announcement, said there are 327 entries.

M. Tyrus Butler, associate professor of journalism, headed the screening committee. The committee's recommendations, submitted through the university's board of regents, already are in the hands of the Peabody board in New York, which makes the final selections.

The awards will be presented in recognition of outstanding achievements in broadcasting during 1948.

VISUAL ALARM

Signals 5-Ring Wire News

PROBLEM of watching the news teletype bulletins has long been a headache for many small stations with limited staffs. Now George Ing, chief engineer at KONO, 250 w San Antonio independent on 1400 kc, has come up with a solution. He devised a visual alarm system.

When the teletype bell at KONO rings five times in quick succession, the signal for a bulletin, a red light in station's control room goes on. It stays on until the alarm system is re-set.

Ray Hunt, KONO news editor, who doubles as disc m.c., says the device enables him to spin his records without worrying about what is happening in the newsroom.

TAFT-HARTLEY REACTION

Fulton Lewis jr. Ups Congressional Mail

AN EXPERIMENT by Commentator Fulton Lewis jr. to determine public reaction to the Taft-Hartley labor law, is credited with contributing to one of the largest mail pulls in the history of the U. S. Congress, it was learned last week.

On his MBS broadcast Feb. 22, Mr. Lewis promised listeners he would read on his Feb. 24 show 19 questions pertaining to each of the many issues involved in the labor bill controversy. Each member of the House and Senate was furnished a printed list of the questions which were asked over the air. Listeners were requested to write simply "Yes" or "No" beside each number as called and mail the list to his Senators and Congressman. This procedure was repeated on Mr. Lewis' Feb. 28 broadcast.

A sampling of only 28 Senators and four Representatives indicated they had collectively received an estimated 124,000 pieces of correspondence on the labor bill.

John C. Williams, assistant postmaster of the Senate, estimated an 800% increase in daily mail, during its height. He judged it to be one of the biggest mail pulls in the history of the Senate Post Office.

Finnis E. Scott, House Postmaster, had no statistics on the mail during that period, but he said the Townsend Plan mail pull about 10 or 12 years ago and a more recent one on an Interstate and Foreign Commerce Committee investigation of stocks may have been greater.

Response Tally

Senators polled and the actual or estimated responses received were as follows: John W. Bricker (R-Ohio), 7,218; Owen Brewster (R-Me.), about 1,200; Raymond E. Baldwin (R-Conn.), couple of thousand; Styles Bridges (R-N.H.), up in the thousands; Hugh Butler (R-Neb.), close to 2,000; Harry Flood Byrd (D-Va.), about 500; Tom Connally (D-Tex), roughly several hundred; Sheridan Downey (D-Calif.), 32,000; James O. Eastland (D-Miss.), several hundred; Allen J. Ellender Sr. (D-La.), over 100; Harry Cain (R-Wash.), over 14,000; Homer E. Capehart (R-Ind.), about 4,500; Bourke B. Hickenlooper (R-Iowa), between 2,500 and 3,000; Walter F. George (D-Ga.), several hundred; Guy M. Gillette (D-Iowa), several hundred; Edwin C. Johnson (D-Colo.), several hundred a day at peak; William E. Jenner (R-Ind.), 1,606; Clyde R. Hoey (D-N.C.), 25-30 a day; William F. Knowland (R-Calif.), 12,000 to 13,000; Henry Cabot Lodge Jr., (R-Mass.), 8,500; Joseph R. McCarthy (R-Wis.), "thousands"; John L. McClellan (D-Ark.), about 500; Brien McMahon (D-Conn.), over 2,000; Irving M. Ives (R-N.Y.), between 15,000 and 20,000; Wayne Morse (R-Ore.), between 4,000 and 5,000; Joseph C. O'Mahoney (D-Wyo.), between 400 and 500; John J. Sparkman (D-Ala.), 40 or 50 a day; Margaret Chase Smith (R-Me.), over 2,000.

Representatives polled included Harris Ellsworth (R-Ore.), several hundred; J. Harry McGregor (R-Ohio), 496; Errett P. Scrivner (R-Kans.), at least 125; Richard W. Hoffman (R-Ill.), at least 58.

Some legislators indicated their mail was heavy even though appearing light in contrast to others. Some pointed out, too, that their mail came from "substantial" or "choice" people.

Sen. Downey, who received the heaviest deluge of mail, said the majority of the 32,000 responses were pro-Taft-Hartley.

Spot Check

A spot check of 50 of Sen. Cain's 14,000 pieces of correspondence showed all favored prohibition of jurisdictional strikes and secondary boycotts and felt the law should guarantee to management and labor alike the freedom to express their respective points of view on labor-management problems, provided there were no promises of bribes, or threats of reprisals—direct or implied. All agreed also that "feather-bedding" should be forbidden. Only 29 believed the "closed shop" should be permitted. All answered affirmatively to the question "Do you believe that foremen and supervisors, who have a divided responsibility to management which hires them and to the workers under them, should be permitted to have unions of their own?"

ELIAS ELECTED

Named President of WWNC

DON S. ELIAS, member of the legislative committee of NAB, was elected president of the Asheville Citizens-Times Co., licensee of WWNC Asheville, N. C., at the board of directors' meeting March 17.

Mr. Elias

Charles A. Webb, who has served as president of the company since 1930, was elected chairman of the board. D. Hiden Ramsey was elected vice president-secretary, and W. Randall Harris Jr. was reelected treasurer. Mr. Elias, who has been active in the NAB for a number of years, has also served the association for five terms as a director.

RADIO SPOKANE KGA

50,000 WATTS

of PROTECTED* Persuasive Power that Completely Covers the BILLION DOLLAR Spokane Market

EASTERN WASHINGTON
SPOKANE
WESTERN MONTANA
NORTHERN IDAHO
N. E. OREGON

*Class 1-B Clear Channel

RADIO SPOKANE KGA

OWNED AND OPERATED BY LOUIS WASMER

American Broadcasting Co. Affiliate

Radio Central Building
Spokane, Wash.

National Representatives: Edward Petry & Co., Inc.

FM COVERAGE

100 Million Listeners Within Reach—FMA

A POTENTIAL audience of over 100 million listeners—better than two-thirds of the nation's total population—is currently being served by 720 existing FM stations, FM Assn. announced last Thursday.

Basis for these figures is a newly-prepared map, detailing present nationwide FM markets and coverage, which will be fully discussed at FMA's Sales Clinic in New York Friday. The map was prepared by Everett Dillard, founder and president of Continental FM Network and general manager of WASH (FM) Washington, D. C. and KOZY Kansas City.

At least 90% of 27 states east of the Mississippi are virtually blanketed by FM broadcasters with one or more stations, according to the map. Mr. Dillard will unfold the coverage map at a session in which he will speak on "The FM Facts of Life." He is one of five principal speakers slated to address the conclave, to be held at Hotel Commodore.

Meanwhile, Edward L. Sellers, executive director of FM Assn., has announced that over 100 reservations have been received for the session. Between 150 and 200 top FM industry executives—broadcasters, agency personnel, manufacturers and others—are expected to attend.

Other speakers to address the clinic are Edgar Kobak, MBS president; Linnea Nelson, chief timebuyer, J. Walter Thompson Co.; Dr. Millard C. Faught, president of Faught Co. Inc., and Ted Leitzell, public relations director, Zenith Radio Corp.

KSFO SITE

FCC Reconsiders Action

FCC RECONSIDERED last week and authorized KSFO San Francisco to use the transmitter site it originally proposed for its new 50 kw, 740 kc operation. This, the Commission said, would permit service "to a considerably larger area and population" than would operation from the transmitter site which FCC specified in issuing the 50 kw grant last August [BROADCASTING, Aug. 23, 1948]. The proposed site is near Novato, Calif. The grant for use of it was made subject to several technical conditions relating to signal strength delivered at FCC's primary monitoring station at nearby Livermore, Calif. KSFO is currently on 560 kc with 5 kw day and 1 kw night.

Beaumont
Port Arthur
KFDM
Orange
Delivering
A 3-CITY MARKET

Beaumont, Port Arthur, and Orange—ONE BIG MARKET covered by KFDM! The only major network station which really penetrates the rich Sabine Area of the Gulf Coast! KFDM can get results for you from the circulating 700 million dollar effective buying income this market offers.

Affiliated with ABC and LONE STAR CHAIN • 560 K.C.

KFDM DAY • 5000 WATTS • NIGHT

BEAUMONT, TEXAS

REPRESENTED BY
FREE and PETERS, Inc.

PYRAMID of beer bottles topped by a lone candle replaces customary birthday cake as first anniversary of *Amber Room*, tea dancing show sponsored by Wiedemann Brewing Co., Newport, Ky., on WKRC Cincinnati, is celebrated. H. Tracy Balcom Jr., Wiedemann president, lights the candle. Others (l to r): Oscar Beatty, Wiedemann sales manager; H. E. Fast, WKRC manager, and Edmund Strauchen, of Strauchen & McKim, brewery's agency.

PULSE RATINGS

Steady 7-Year Decline In Top 10 AM Shows

PULSE ratings of the top ten evening radio programs in New York have declined steadily in the past seven years, The Pulse Inc. reported last week.

The following table shows the lowest rating received by March top ten shows in New York since 1943:

1943	25.0
1944	26.7
1945	20.7
1946	20.3
1947	19.3
1948	17.0
1949	15.0

TOP TEN EVENING AND DAYTIME SHOWS

Evening

Highest ¼ Hour Rating

	Mar.	Feb.
Walter Winchell	22.3	23.3
Lux Radio Theatre	22.0	24.3
Jack Benny	21.3	22.7
Fibber McGee-Molly	18.3	15.0
Bob Hope	17.0	
Stop the Music	17.0	15.7
Suspense	16.0	15.0
Theatre Guild	15.3	14.7
Inner Sanctum	15.0	
Fat Man	15.0	

Daytime—5 A Week

Highest ¼ Hour Rating

Arthur Godfrey	9.3	9.9
Grand Slam	8.1	8.3
Rosemary	7.9	8.2
Our Gal Sunday	7.9	7.9
Helen Trent	7.8	7.7
Big Sister	7.7	7.3
Ma Perkins (1:15)	7.5	7.0
Aunt Jenny	7.4	7.4
Wendy Warren	7.3	7.7
Young Dr. Malone	7.3	6.4

Saturday and Sunday Daytime

Highest ¼ Hour Rating

The Shadow	9.3	8.0
Quick As A Flash	8.0	6.7
Detective Mysteries	7.7	
House of Mystery	7.0	
Children's Hour	7.0	
Metropolitan Opera	7.0	6.7
Juvenile Jury	6.3	5.7
C. F. McCarthy News	6.3	
Grand Central Station	6.3	
Make Believe Ballroom (Sat. a.m.)	6.0	6.7
Theatre of Today	6.0	

Verbal Fireworks

PRE-BROADCAST verbal fireworks forced cancellation of an established program broadcast weekly on KXOK St. Louis. During March 14 warm-up discussion, members of the panel who were to debate the pros and cons of rent control on KXOK's *Wake Up, St. Louis* series, found themselves in such heated argument that one member walked out. Who said what and to whom will never be revealed since no one was near a microphone during the flare-up, but Bruce Barrington, KXOK news director and moderator of the program, said another attempt would be made to schedule the broadcast—this time on the air.

WANTED

Stand-By Announcers Immediately.

Recording department of major New York network affiliate requires immediately 4 stand-by announcers for daylight time repeat program origination. Twenty-three weeks. $78.75 per week. Possibility permanent employment. Applicants must appear for personal audition.

BOX 573a, BROADCASTING

BE-BOP BONNET

Radio Hat Announced

KEEP this under your hat, but you'll have be-bop in your bonnet this summer if American Merri-Lei Corp., Brooklyn, has its way.

Merri-Lei, a novelty manufacturing company, is about to introduce tropical hemlets wired for sound. Fitted with complete, under-the-lid radios, and available in a select range of colors, the helmet sports two radio tubes emerging from the crown and a tuning knob at the forepeak. Perched aft, in relative position of a rooster's tail, is a hoop-like antenna. The remainder of the radio set is hidden in the hat's lining, which is a quarter-inch thick.

Victor T. Hoeflich, president of Merri-Lei, assures BROADCASTING that the entire AM broadcasting band is available on the sets. They work on a pocket-type A battery, guaranteed to last 20 hours, and a 22½ volt B battery, sure to last a year or more.

Signal pick-up within 50 miles of a transmitter is possible with the 22½ volt battery.

The foresighted president said that, though not released yet, the noisy helmets will be snapped up by at least five million radio "bugs" during the first year. Sizable advance orders from several New York stores lead him to that conclusion—they haven't tried to cover other cities.

The hat will retail for $7.95. It weighs 12 oz., with battery pack carried in pockets.

Mr. Hoeflich pointed out that the sets turn on automatically when the helmet is perched on the noggin. The price of silence is sunburn.

WNEW Policy

WNEW New York has discontinued selling time to advertisers who distribute merchandise only by direct mail, Ira Herbert, vice president in charge of sales, announced. Change in policy, according to Mr. Herbert, is because little of mail order business has merit, much has not. Station found such accounts to be troublesome and short-lived.

MOVIE BIDDERS

'Non-newspaper' Policy May Apply

FCC CHAIRMAN Wayne Coy was reminded last week that he apparently overlooked a 1946 FCC decision when he said the Commission hasn't yet had an opportunity to consider whether its so-called "non-newspaper policy" should apply also to movie applicants [BROADCASTING, March 21].

Mr. Coy had explained to the Theatre Owners of America, in response to questions, that FCC has a policy of preferring non-newspaper applicants over those with newspaper affiliation when it has to make a choice and when all other factors are equal. But he indicated that the question hasn't yet come up in connection with theatres.

Andrew G. Haley of the Washington law firm of Haley, McKenna & Wilkinson, sent Chairman Coy a letter Wednesday calling attention to a decision adopted by FCC in July 1946 granting the application for WRNO Orangeburg, S. C., and denying those of two competing applicants [BROADCASTING, July 8, 1946]. There, Mr. Haley noted, the policy was made to apply to both theatres and newspapers.

After mentioning that the principal stockholder of one of the unsuccessful applicants held a minority interest in a local newspaper, the 1946 decision said:

> **Noting this fact and also his controlling interest (50%) in, and active management of, two of the three movie houses in Orangeburg which are important sources of entertainment and, to a much lesser degree, of the dissemination of news and information, we believe that the public interest is better served, when considering the applications on a comparative basis as we are here obliged to do, by a grant to the applicant which has no connection with these other media for the dissemination of news and information.**

Mr. Haley told the Chairman he was not able to reconcile this statement in the decision with Mr. Coy's statement to the Theatre Owners of America. He also noted that he had called the Orangeburg decision to the Commission's attention in a brief filed for oilman Edwin W. Pauley's Television California in the San Francisco television case, where two motion picture companies are among the rivals of Television California.

Charles R. Denny, then a member of the Commission and later its Chairman, conducted the Orangeburg hearings. Mr. Haley said the decision "was unanimously concurred in by all Commissioners." He said Mr. Coy presumably "inadvertently overlooked" it when he made his statement to TOA.

NEWSCAST SPEEDS

Cited in U. of Pa. Study

NEWSCASTERS will be somewhat deflated by the findings of a listenership study by Harold E. Nelson of the speech department, U. of Pennsylvania. His tests show that "the least significant factor" in the ability to recall radio news items was the newscaster himself.

"It would seem that almost any newscaster, if he is at least a 'normal' speaker, will be understood just about as well as any other newscaster," Mr. Nelson says.

Principal factor in the ability to remember radio news items was found to be the "difficulty level" of the newscast. The five test newscasts used were rated according to the readability formulas of Rudolf Flesch, author of *The Art of Plain Talk*, and those which were easiest to read were also the best remembered when broadcast.

The rate of reading the newscast was a factor in the listenability of the broadcast. Recall of the newscast was best at a speed of 125 words per minute. However, the listeners in the test indicated that they would prefer to hear their newscast at about 175 words per minute. Eighty-one per cent of the listeners indicated that this rate was about right, and the author concludes that "the most 'efficient' rate for newscasts . . . might be somewhere between 175 and 200 words per minute."

Quoting Paul Lazarsfeld, of Columbia U., that 61% of the people get their news from the radio, Mr. Nelson says that not enough research has been done on listener response to various types of oral material. The survey was done with the cooperation of newscasters from WHO Des Moines, WMT Cedar Rapids and WSUI Iowa City.

The study, entitled, "The Effect of Variations of Rate on the Recall by Radio Listeners of 'Straight' Newscasts," appeared in *Speech Monographs*, Vol. XV, No. 2, 1948.

BRONZE medal for "outstanding contribution to radio as a social force" was received by Ben Park, producer of *It's Your Life* (WMAQ Chicago, Johnson & Johnson), at 1948 Annual Advertising Awards meeting in New York. Documentary is aired daily at 11:15 a.m. CST.

AFFILIATES

CBS, MBS Plan Chicago Meets

CBS and MBS will hold meetings of their affiliates in connection with the NAB convention in Chicago, it was announced last week.

ABC and NBC have no meetings of affiliates scheduled, although the ABC Stations Advisory Committee will convene at a closed luncheon session at the Ambassador East Hotel April 10.

The CBS affiliates will attend a dinner meeting April 10 at the Ambassador East Hotel.

MBS affiliates are scheduled for a longer session, beginning at 4 p.m. April 10 in the Stevens Hotel. After dinner a television seminar for affiliates will be held at the studios of WGN-TV Chicago.

Leading executives of CBS and MBS will address their respective meetings.

WOC FIRST IN THE QUAD Cities

DAVENPORT, ROCK ISLAND, MOLINE, EAST MOLINE

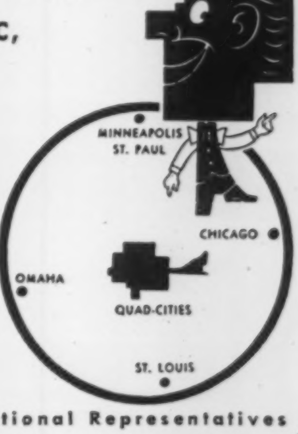
AM 5,000 W 1420 Kc. FM 47 Kw. 103.7 Mc. TV C.P. 22.9 Kw. visual and aural, Channel 5

Basic Affiliate of NBC, the No. 1 Network

The November 1948 Conlan Survey shows WOC First in the Quad-Cities in 60 per cent of Monday through Friday quarter-hour periods. WOC's dominance among Quad-Cities stations brings sales results in the richest industrial market between Chicago and Omaha . . . Minneapolis and St. Louis. Complete program duplication on WOC-FM gives advertisers bonus service.

Col. B. J. Palmer, President
Ernest Sanders, Manager

DAVENPORT, IOWA



FREE & PETERS, INC., National Representatives

Respects

(*Continued from page 40*)

him to dinner at the fraternity house. That started the yearly visitation.

Leaving the university in 1926, Mr. Faust donned grease paint for repertory theatre work in Ann Arbor, Mich., at a weekly salary of $40 (like the other actors, he bought his own costumes and paid room and board). As stage manager and juvenile lead, he learned roles and carted props (again) for 14 plays.

Suddenly one chilly a.m. in 1928, however, "I woke up and realized I felt like an actor." That was the last thing he sought on a career basis, so he turned in his notice between matinee and evening performances the same day. One day after returning home, he marched into the *Chicago Tribune* and asked the head of the classified ad department for a job. He got it six weeks later after calling on the same man every day at 9 a.m. Working on Michigan resorts, he was upped to the "silk stocking list" and display advertising after selling Illinoisans en masse on the therapeutic value of a Michigan vacation.

While running the "silk stocking list" (exclusive women's shops on Michigan Ave.), Mr. Faust and a New York cohort made history by wearing white ties and tails (remnants of his theatrical days) to the formal opening of Saks Fifth Avenue and other fashion houses.

Grounded in printed media advertising, Mr. Faust joined his father at Mitchell-Faust agency in the fall of 1930. Originally Mallory & Mitchell, the firm operated also as Mallory, Mitchell & Faust before becoming Mitchell-Faust, of which the elder Faust is president. In February 1931, the new agency executive married the former Mary Carnall of Wilmette (another North Shore suburb) after meeting her six months previously at a country club dance.

His duties at M-F started with research and merchandising, which shifted gradually into account handling and contact work. This was halted abruptly in May 1941, when Mr. Faust was called to active duty in the Navy as a lieutenant (jg) in intelligence at Great Lakes.

Intelligence work for him decreased as the need for public relations increased, and Lt. Faust soon found himself with the job of radio broadcasting officer for the Ninth Naval District. Directing all informative work and special events, he and his section supervised the airing of 4,000 shows in a month. The best known network programs under his supervision were *Meet Your Navy*, the *Bluejacket Choir*, *Know Your Navy* and the broadcasts of Orrin Tucker and his orchestra from Chicago's Navy Pier.

Mr. Faust frequently quieted the restless sailor audience in the short intervals before air time by borrowing equipment from Clem, the Magic Man (who was also a Navy officer), and performing his favorite "now you see it, now you don't" tricks.

South Pacific Service

In November 1943, he was sent to the South Pacific as welfare officer for the South Pacific command, attached to Admiral "Bull" Halsey's Third Fleet. His department had jurisdicition over welfare personnel spotted throughout a 3-million square-mile area. After 13 months, during which he had additional duty as Navy USO coordinator in the area, he went to Washington, where he was released in April 1945. Rejoining Mitchell-Faust, he resumed duties as vice president and radio director.

Mr. Faust works with some part of each M-F account, including major ones like Oscar Mayer & Co., Sanford Ink Co., Rapinwax Paper Co., Moorman Co. and Rothmoor.

He is now correlating his radio work with television experimentation, and will branch into TV shortly. His initial video adventure took place in a mausoleum-like movie studio on Long Island in 1931. While producing training films there for an account, he worked with the sound engineers and cameramen in using scanning disc equipment to relay a telecast from one end of the room to the other.

After years of studying the medium's possibilities, he has devised and is ready to use in a live show a production gimmick which is expected to cut costs of a studio dramatic show as much as 50%. His combined experience in writing, acting, production and advertising has enabled him to develop a systematized approach to the complex video pattern.

Movies, he believes, are designed for epics, "whereas television must trend toward providing the type of entertainment which could logically be found in living room."

This, according to his interpretation, means there should be (1) fewer characters in dramatic presentations; (2) simplification of backgrounds to the bold-stroke setting rather than the detailed picture, which often distracts viewers and clutters the scene, and (3) accentuation of the imagination with encouragement of mental participation.

The more imagination left the viewer, he feels, the more emotional response.

His Beliefs

Mr. Faust also admits to carrying these torches (one or all of which show up in his public speeches): (1) "We need *more* commercialization, not less, in American radio and television if we are to do the best job for the U. S. and the world; (2) radio broadcasting is doing a wonderful job for the listener interests, vocal minorities to the contrary notwithstanding; (3) techniques already known and proved can provide us with top-grade television programming without raiding or killing the movies."

Because of his conviction that television will help integrate family life, Mr. Faust has installed a set in his home. The children, however, are held to a no-visitor policy except for special occasions. The youngsters are Marianne 14, Judith 11, Punch (red-head) 9, Kitty 7, and Caroline 5. Punch, retaliating when his father jokes with him about following Judy, has dubbed him Dr. Faustus, the pseudo magician.

The Swing is to WHB in Kansas City
10,000 WATTS IN KANSAS CITY
WHB AM FM
Represented by JOHN BLAIR & CO.
DON DAVIS, President
JOHN T. SCHILLING, Gen. Mgr.
MUTUAL NETWORK • 710 KILOCYCLES • 5,000 WATTS NIGHT

'HOEDOWN' *

***Registered—KNUZ Houston**

PROBLEM of protecting the title of a local radio show from infringement or unauthorized use has been successfully solved by KNUZ Houston, Tex. On application of the station, the Texas Secretary of State has registered a trade-mark for *Houston Hoedown*, title of KNUZ's nightly hillbilly and western variety show.

The action resulted from efforts of another station to broadcast a program under the same title, according to Max H. Jacobs, KNUZ president. Application for registering the trade-mark has been filed in Washington under the new Lanham Act.

Houston Hoedown has been heard on KNUZ continuously for more than a year and is a combination of live and recorded entertainment originating in night spots and the station's studios. Webb Hunt, disc jockey, and Biff Collie, announcer, are featured on the show.

PEARSON HONORED

Friendship Train Praised

NEW YORK's Radio Executives' Club last Thursday honored Drew Pearson, ABC commentator (Lee Hat Co., Danbury, Conn., Sundays, 6-6:30 p.m.), for conceiving and administering the idea of the Friendship Train, America's gift to France. An award, a miniature replica of France's "Merci Train," sent by that country in acknowledgement of U. S. contributions of food and clothing, was accepted on Mr. Pearson's behalf by Mark Woods, ABC president.

Mr. Pearson, who was to address the club's luncheon meeting, was ill at his Washington home. He spoke via closed circuit broadcast to the group assembled at the Roosevelt Hotel in New York. He praised radio's contribution to the Friendship Train. Edward Arnold, radio, stage and screen star, presided.

KGW and KGW-FM
PORTLAND, OREGON
COMPLETE SCHEDULE
SIMULTANEOUS SERVICE
REPRESENTED NATIONALLY
BY EDWARD PETRY & CO.
NBC
AFFILIATE

Station Mortality

(Continued from page 27)

FM future; no companion AM operation

KMED-FM Medford, Ore.—Mrs. W. J. Virgin, CP, Feb. 15. No reason.

WFET (FM) Binghamton, N. Y.—The Binghamton Press Co. Inc., CP, Feb. 15. No reason.

KSEL-FM Lubbock, Tex.—Lubbock Broadcasting Co., CP, Feb. 18. No reason.

WBCO (FM) Detroit—Woodward Broadcasting Co., CP, March 2. Unable to secure AM outlet.

KIOA-FM Des Moines—Independent Broadcasting Co., CP, March 2. Economic.

KECK-FM Odessa, Tex.—Ector County Broadcasting Co., CP, March 2. No reason.

WFIU (FM) Bloomington, Ind.—Trustees of Indiana U., noncommercial CP, March 2. Forfeited.

WWCH West Chester, Pa.—State Teachers College, noncommercial CP, March 2. Forfeited.

KPYR Raymondville, Tex.—Pryor Dillard, CP, Feb. 28. Forfeited.

KLCY (FM) Painesville, Ohio—William H. Miller, CP, March 2. Forfeited.

KVKO (FM) Harlingen, Tex.—Valley Publishing Co., CP, March 2. Forfeited.

KIMO-FM Independence, Mo.—The Blue Valley Co., CP, Feb. 28. Forfeited.

WWCO-FM Waterbury, Conn.—The Mattatuck Broadcasting Co., CP, March 14. Television.

WLAQ-FM Rome, Ga.—News Pub. Co., CP, March 14. Economic; lack of receivers in area.

WGR-FM Buffalo, N. Y.—WGR Broadcasting Corp., CP, March 14. Television. Combined TV-FM operation planned.

KSWO-FM Lawton, Okla.—Oklahoma Quality Broadcasting Co., CP, March 14. Hotel proposed for site not yet constructed.

WNAR-FM Norristown, Pa.—Norristown Broadcasting Co., CP, March 14. Television.

WSJN (FM) San Juan, P.R.—Radio Americus Corp., CP, March 14. No companion AM station.

KSKY-FM Dallas, Tex.—Sky Broadcasting Co., CP, March 14. No reason.

KRGV-FM Weslaco, Tex.—KRGV Inc., CP, March 14. No action on bid for higher AM power. Planned combined AM-FM new installation.

KTVI-FM Tacoma, Wash.—Tacoma Broadcasters Inc., CG, March 15. Television. Planned combined AM-FM-TV.

KWEI-FM Weiser, Ida. — Inland Broadcast Co., CP, March 16. Economic.

WIOC (FM) Croydon, Ind.—Robert P. O'Bannon, CP, March 16. Economic.

WMRE (FM) Oak Park, Ill.—Commander Industries, CP, March 2. Forfeited.

WEAL Toledo, Ohio—Ohio-Michigan Broadcasting Co., CP, March 10. Forfeited.

WMGN Morgantown, N. C.—Beatrice Cobb, CP, March 10. Forfeited.

WMFI Memphis, Tenn.—Fanny B. Wilson, CP, March 16. Forfeited.

In
Altoona, Pa.,
It's
ROY F. THOMPSON
and
WRTA
A prize radio combination in the rich industrial market of Central Pennsylvania.
Represented by
ROBERT MEEKER ASSOCIATES

HARRY WISMER (second from l), ABC sports director, in Kansas City to address participants in National Assn. of Intercollegiate Basketball tournament, was interviewed on special 15-minute program over KCMO Kansas City. L to r: Bill Gunther, KCMO announcer; Mr. Wismer; Tony Williams, KCMO sports editor, and E. K. Hartenbower, station's general manager.

'SPRING ON THE AIR'

KOIL, 'Better Homes & Gardens' Open Drive

SPRING officially began March 14 in Omaha, Neb. This one-week jump ahead of nature's March 21 opening was caused by KOIL Omaha which is bursting out all over with an intensive promotional campaign.

Heralded as "Spring Is on the Air," the novel campaign has the backing of *Better Homes and Gardens*, which is making available its entire facilities to the station. The magazine's editors and feature writers are presented in special tape-recorded programs, aired daily over KOIL, about every subject covered by the publication.

Mails Brochure

Local advertisers, agencies and Petry Co., representative, have received a special 12-page brochure outlining the campaign in detail. With each brochure is a letter announcing "a spring idea that's a daisy," and attached to each letter is a paper daisy.

To further alert prospective sponsors and agency men, KOIL is delivering by Western Union a beautiful spring tie, attractively wrapped and enclosed with a paper band reading: 'Tie-in and cash in."

On-the-air promotion includes some mention of the spring theme during every hour of the broadcast day. Augmenting this, the station is using streetcar cards, window cards and streamers, newspaper advertising, shopping guide advertising, weekly bulletins and letters to advertisers, and distribution of boutonnieres—paper daisies with colorful banners reading: "Spring Is on the Air at KOIL."

RADIO CAREERS

Student Interest High

RADIO is near the top of the list of careers being considered by Portsmouth (Ohio) High School students, according to WPAY WPAY-FM Portsmouth.

At the high school's recent second annual Career Day, interest in the clinic on radio was second only to that on retailing, station executives said. Two WPAY representatives, Chief Engineer Maurice Myers and Office Manager O. T. Dresbach, talked with 108 seniors, juniors and sophomores who attended the radio meeting.

Mr. Myers answered questions about technical schools offering radio training and on the future of television in Portsmouth. Mr. Dresbach outlined the general aspects of radio and the types of jobs open to those entering it.

HUTH RESOLUTION

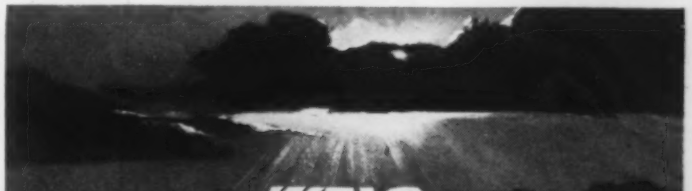
UNESCO Paper Adopted

RESOLUTION urging that frequencies to be assigned by the International High Frequency Broadcasting Conference "should not be used for purposes contrary to mutual understanding and tolerance" has been submitted to the Mexico City conference by Arno G. Huth, on behalf of the United Nations Educational, Scientific and Cultural Organization. The conference adopted the resolution by 51 votes for, one against (Rumania) and nine abstentions (Soviet bloc).

Text of the resolution:

> The Plenary Assembly of the International High Frequency Broadcasting Conference . . . RECOMMENDS
>
> That the frequencies to be assigned by the Conference should not be used for purposes contrary to mutual understanding and tolerance, and
>
> That all appropriate steps should be taken to the end that this resolution be followed by practical measures on the part of the Governments concerned, and that such measures are brought to the attention of the International Telecommunication Union, UNO and UNESCO by the countries members of these organizations.

SCRIPTS for certain documentaries and other dramatic programs, to be produced and transcribed by private agencies on contractual basis, have been prepared by State Dept.'s International Broadcasting Division. Programs will be in English, Spanish, Portuguese, Italian, French and German, with other languages to be added later. Transcribed shows will be used primarily for IBD's overseas distribution.



Paul W. Morency, Vice-Pres.—Gen. Mgr. · Walter Johnson, Asst. Gen. Mgr.—Sales Mgr.
WTIC's 50,000 WATTS REPRESENTED NATIONALLY BY WEED & CO.

TV BAN ON UNESCO?

WEWS Challenges

THE GOVERNMENT and WEWS (TV) Cleveland locked horns last week over the State Dept.'s ban on telecasting sessions of UNESCO, the international organization which champions freedom of the press.

Mr. Hanrahan

But, as BROADCASTING went to press, State Dept. officials were rapidly clearing the way for reversal of the decision, which had been editorially challenged as hypocritical.

James Hanrahan, general manager of WEWS, told BROADCASTING the clash was precipitated by State Dept. notification that WEWS could not televise proceedings of UNESCO's All-American convention in Cleveland April 1.

No reason was given for an eleventh hour imposition of the ban, Mr. Hanrahan said, adding that the station had cancelled its commercials, and received union clearance for the "Freedom Symphony" that evening in order to perform a public service.

Refusal was relayed to him, Mr. Hanrahan said, by Miss Helen Semmerling, liaison agent between the State Dept. and the UNESCO meeting. The session, expected to attract 3,000 delegates, was called to study means of promoting world understanding of educational, scientific and cultural achievements.

Later, both Miss Semmerling and Shepherd L. Whitman, Cleveland World Affairs Council director, indicated they would seek a reversal of the decision.

In Washington, Howard Vickery, assistant director of UNESCO relations for the State Dept., identified the controversy as a "new problem to us."

Mr. Vickery maintained the crux of the problem was union clearance of talent and the acceptability of telecasting the proceedings to Mrs. Eleanor Roosevelt, one of the main speakers, and Dr. Torres Bodet, director general of UNESCO in Paris.

"Up to last night," Mr. Vickery said last Wednesday, "it was believed that the event could not be televised because certain talented Hollywood actors were said to be barred from television by their contracts."

"Mrs. Roosevelt," he added, "had not then indicated whether she wished to be televised."

When it was later learned that the Hollywood actors would not be available and that New York actors, with television performance rights, would substitute, the only matter to be resolved was whether Mrs. Roosevelt would consent to be televised. It would be possible, he later said, to authorize the telecast without the consent of Dr. Bodet.

Authority Lacking

Mr. Vickery acknowledged that the State Dept. actually lacked authority to impose the ban and that program arrangements were entirely in the hands of the U. S. Commission for UNESCO, an advisory committee not affiliated with the government department.

Mr. Hanrahan pointed out that his station had gone to considerable expense in cancelling all its commercial and sustaining shows during the 8 to 10 p.m. period April 1 to telecast the entire UNESCO show.

"We can provide a visual audience that will be 10 or 15 times as large as you can get into Public Hall," he declared. This audience, he said, would come "from all over populous northeastern Ohio."

Mr. Hanrahan said dealers were known who "are ready to put the show on public display in their communities where school children and all others can feel they are taking some audience part through the telecast.

"When we cleared with the American Federation of Musicians about including the symphony concert on the program, Lee Repp (Cleveland business agent) was both generous and enthusiastic.

"The stated UNESCO function is to awake and alert the American people, among others, to their freedoms in communications, education and cultural interchange. I can't see how it lives up to this stated function in this strange course."

Miss Semmerling failed to specify just what the State Dept. objections were, according to Mr. Hanrahan.

The Cleveland *Press*, with which WEWS is associated, took up the cudgel for its station in the paper's editorial columns March 24.

It was pointed out in the editorial that whatever might be back of the ban was not clear.

"Whatever the motive," it said, "it is a dangerous censorship that must not be tolerated. If allowed to stand, it would defeat, in part, the very purposes for which the meeting was called."

The station had not been told the nature of the State Dept.'s objections, the editorial said.

'Can't Justify Action'

"No matter what they are," it continued, "they can't justify the action taken. The department has no more right to stop televising the proceedings than it has to try to say what shall or shall not be published about the meeting. This censorship must be fought to a finish."

Stanley Anderson, television editor of the *Press*, in his column the same day doubted that Mrs. Roosevelt "may be one of those who may not want WEWS to telecast the UNESCO session."

"If anybody should want the program to reach the greatest number of people," he added, "Mrs. Roosevelt should. Her record as a UN worker should work against a refusal. As a matter of fact, she should ask for television coverage."

Mr. Vickery made several futile attempts last Thursday to reach Mrs. Roosevelt, who was traveling between New York and Washington.

At first, one of Mrs. Roosevelt's secretaries in New York, declined to sanction the telecast in Mrs. Roosevelt's name.

Later, another secretary, gave Mr. Vickery assurance, he said, that Mrs. Roosevelt would have no objection to the telecast.

On the basis of this authorization Mr. Vickery felt that the matter could be considered resolved and the State Dept. decision reversed.

The only authority lacking, unless Mrs. Roosevelt personally voices an objection, Mr. Vickery said, is permission for the television staff to use the auditorium. He clearly had enough of the whole mess, and permission for the use of the auditorium would have to be secured by Mr. Hanrahan, he said.

BROADCASTING's regular monthly TELECASTING insert follows page 54. In addition pages 50 to 54 are devoted exclusively to television news.

VIDEO TALENT

Protective Clause Adopted

PENDING formation of a television talent union, the Associated Actors and Artists of America's television committee has drafted a clause which actors will incorporate in new contracts with agents, managers or personal representatives. It is designed to protect interest which may later accrue by action of the committee or a union formed through it.

Council of Actors' Equity adopted the committee clause, thus making any actor who fails to abide by the action subject to "appropriate disciplinary action." The clause states:

> **"The obligations of the artist under this contract, with respect to television, are subject and subordinate to the artist's primary obligations to the television committee of the Associated Actors and Artists of America. . . ."**

An effort to form a new 4-A union for video, to be called The Four A's Television Authority, is currently in a preliminary stage [BROADCASTING, March 21].

IN AMARILLO
and the great
Panhandle area
LET KFDA
place that "selling"
message in thousands
of homes in this fast
buying section.

NOW **5000 W.** (D)
and **1000 W.** (N)
plus an F.M. "bonus"

ASK A PEARSON
REPRESENTATIVE
FOR THE FACTS!

KFDA

Howard Roberson, Manager
ABC

GATES

100% EQUIPMENT SOURCE

Over 5000 items in stock from soldering lugs to 10 KW transmitters A.M. and F.M.

Make Gates your *one* source for all broadcasting equipment needs. Six daily air freight flights serve your emergency needs wherever you may be.

TELEPHONES:
IN QUINCY 522
IN WASHINGTON MET. 0522

GATES RADIO COMPANY
QUINCY, ILLINOIS, U. S. A.

SMPE

Dr. DuMont Heads Speakers

PRINCIPAL speaker at the luncheon opening the 65th semi-annual convention of Society of Motion Picture Engineers will be Dr. Allen B. DuMont, head of the Allen B. DuMont Labs Inc., New York. The five-day session, opening April 4, is to be held at New York's Hotel Statler.

Highlights of the opening day will include a forum on television and motion pictures, led by authorities in these related media, to be held in the afternoon. An evening demonstration will be held showing latest equipment for direct projection of theatre-size television images. Tuesday morning and afternoon sessions also will be devoted to television, with the evening open. A total of 37 technical papers, in addition to two forums, a popular lecture on atomic energy, and social events, are scheduled for the 10-session conclave.

Problems in the technical phases of motion picture production for television will be dissected at the television forum.

Forum leaders, their topics and the propositions keynoting their discussions are:

Dr. Alfred N. Goldsmith, consulting engineer, New York "Engineering Techniques in Motion Pictures"—Video films, produced today several different ways, all of which can be improved in quality and economy. Continued investigation is urged toward better methods of picture and sound recording.

Richard Blount, engineering division, lamp department, General Electric Co., Cleveland "Studio Lighting for Television"—Distortion introduced by improper lighting techniques (demonstration with slides).

Edmund A. Bertram, plant superintendent, De Luxe Labs, Inc., New York. "Motion Picture Laboratory Practice for Television" Video receiver tube quality affects kinescope photography quality. (demonstration with 16 mm picture film).

Arthur J. Miller, general manager, Consolidated Film Industries Div., Republic Pictures Corp., New York "Motion Picture laboratory practice for television" Composite 16 mm prints of high quality can give better receiver tube image quality when televised" (demonstration with 16 mm film).

Clyde R. Keith, engineering manager, electrical research products division, Western Electric Co., New York. "Sound on Film Recording for Television Broadcasting" Three bottlenecks degrade sound quality of 16 mm films in telecasting (1) 16 mm film development is generally inferior to that of 35 mm film, (2) 16 mm printers frequently produce distortion and flutter in prints, and (3) most 16 mm projectors lack the accuracy required to give best electrical, mechanical and optical results.

Dave Gudebrod, N. W. Ayer & Sons Inc. New York "Motion Picture Production Requirements for Television" Sponsors and advertising agencies expect films to entertain and interest audience and to carry potent messages (Demonstration with film that has been telecast for a major sponsor).

VIDEO TECHNIQUE

Decorators Hear Talk

TELEVISION's growing importance as the focal point of the home presents a challenge to today's interior decorators, Bernhardt Denmark, national television sales manager of Telecoin Corp., New York, told members of the American Institute of Decorators last Wednesday at their Hotel Pierre convention. Video brings with it a new concept of decor involving lighting and individuality in styling, he pointed out.

Mr. Denmark introduced to the decorators Telecoin's Tele-Video. The Tele-Video screen, which can be had as large as 63 feet square, can be adapted to any room, with remote control hundreds of feet from the picture which is projected from the rear with all equipment hidden. The screen can be placed flush with the wall.

PROFITABLE SALES

You stay in business by selling at a profit. WAIR is famous for its ability to sell in volume . . . at a profit far above the average.

WAIR

Winston-Salem, North Carolina
Representatives: Avery-Knodel, Inc.

LEVY COVERS TV

Writes for 'The Shingle'

IN AN ARTICLE entitled, "Greener Grass?," appearing in the March issue of *The Shingle*, publication of The Philadelphia Bar Assn., Isaac D. Levy, retiring vice president and general counsel of WCAU Philadelphia, states: "So much of the value of television is lost because it is in black and white and not in color. Color television is here and when the FCC gives the 'go' sign, it will improve pictures beyond description. . . . . Food demonstrations would make your mouth water. We recently had a film from the Washington State Apple Commission which became valueless when shown on black and white television because the type of apples and colors, the reds, greens and yellows, were all lost.

"One often wonders how television will affect radio and the movies. There are certain sporting events . . . that are good only on television. Then there are programs like symphony concerts that may become very tiresome if one likes to listen to music without distraction. Lectures, news programs and forums are better on radio. Then again, television tires the eyes. The test for television should be, does this program have anything which appeals to the eye as well as to the ear? None can foretell the effect of television on the movie industry, but we realize that there is an impact. Let's hope it's for the good of all."

WTVR Power Increase

WTVR (TV) Richmond, Va., observed an increase in power March 13 with a special half-hour program which was carried by its AM affiliate, WMBG, and WCOD (FM). Power increase was to 12.16 kw. The special program featured a documentary on radio and television and telegraphed greetings from the mayors of 21 Virginia cities which will now be served by WTVR. Station operates on Channel 6 (82-88 mc).

Engineers Wanted

CIVIL SERVICE positions now are open for radio engineers with the FCC at Washington, D. C., and various other places. Salaries range from $2,974 to $3,727 a year, with age limits from 18 to 35 years. Applicants will take a written test and must produce proof of appropriate college study or technical experience, or a combination of both. Applications must be filed with the U. S. Civil Service Commission at Washington not later than April 12.

TV PRODUCTIONS

Smith Plans Video Filming

TV PRODUCTIONS has been formed in Hollywood by Jack Smith, star of his own CBS show, for the production of quarter and half-hour open-end television films. Offices are at 1469 N. Vine St. Associated with Mr. Smith are Jerome B. Rosenthal, attorney, and Century Artists Ltd.

First series of original scripts—to feature old-time performers—is being written by Jimmy Henaghan. Bill Brennan, producer of CBS *Jack Smith Show*, will direct firm's productions. Frank De Vol, musical director of the CBS show, is serving group in same capacity.

See Joins KRON-TV

HAROLD P. SEE has been appointed director of television for San Francisco Chronicle Pub. Co.'s KRON-TV San Francisco. Station is expected to begin telecasts this summer. Mr. See, who assumes his duties immediately, was formerly director of television at WBAL-TV Baltimore.

Mr. See

PROMOTION of daytime TV on WABD New York has earned award "Television Ad of the Month" for advertisement in New York *World Telegram* from National Research Bureau.

PITTSBURGH'S RADIO SCORE BOARD
Jane HHT II
KQV

MARK ONE UP FOR JANE!

Recently, the manufacturer of a new aluminum siding product bought three KQV spots on Jane Gibson's Women's Exchange Show. Having failed completely with other media, he was mighty surprised (but not us!) when orders and inquiries began pouring in. Three more spots on Jane's show pulled in so many new orders that after six weeks—and six spots—he'd done $8,000 worth of business—44 times the cost of the time! A terrific job for a new product using no other media, thanks to the tremendous audience response to Jane and KQV.

KQV PITTSBURGH'S AGGRESSIVE RADIO STATION
Basic Mutual Network · Natl. Reps. WEED & CO.

ASK
THE MANagement
WHO OWNS
ONE
TOP PERFORMANCE
ASSURED STABILITY
MODERATE INITIAL COST
LOW MAINTENANCE COST
52 YEARS' EXPERIENCE

LINGO
Vertical Tubular Steel
RADIATORS
Write for Factual Data
JOHN E. LINGO & SON
CAMDEN 5, N. J.

VIDEO AWARD

Adopted by Seattle Club

THIS YEAR, for the first time, television will be included in the Seattle Advertising and Sales Club's annual advertising competition. The awards were inaugurated last year [BROADCASTING, June 7, 1948].

Awards will be presented in eight media categories, including both radio and television. Chairman of the joint radio-TV committee is Ralph Hansen, KING Seattle. Other members are Arthur Gerbel Jr., KJR; Paul Swimelar, KOMO, and Robert E. Priebe, KRSC KRSC-TV, all Seattle stations. Roger Rice, KING, is a member of the small steering committee which is directing the second annual advertising awards competition.

Presentations have been invited in four classifications in the television contest:

Best TV film-slide or opaque commercial designed to sell merchandise or service.

Best TV film commercial designed to sell merchandise or service.

Best TV program promoting public relations or community service.

Best commercial program designed to sell merchandise or service.

Competition is restricted to the Seattle-Puget Sound area. All contest entries must be locally created and produced commercials or programs telecast on KRSC-TV between November 25, 1948, and April 27, 1949. Winners will be announced at the Ad Club luncheon May 17.

Requirements in the radio advertising contest are similar and winners will be announced at the same time.

RADIO REPORTS

TV Service Is Expanded

RADIO REPORTS Inc. is now supplying television reports in three of its six cities, President Edward F. Loomis announced last Monday at the firm's New York home office. The company, which has been listing video shows for some time in New York, has added coverage in Detroit and Los Angeles. Similar service soon will be available in Washington, Chicago, New England and Philadelphia.

Mr. Loomis also announced that Si Nathenson, former Detroit manager, has transferred to Los Angeles to handle sales and administrative duties. Mrs. Emily Timmons remains as Los Angeles office manager. Rita Halperin, Mr. Nathenson's Detroit assistant, moves up to the managerial post in that city.

PROGRAM *Riddle Me This* is moving from CBS-TV (Sun., 8:30-9 p.m.) to same time on ABC-TV effective April 3. Show to change title and sponsor. Current sponsorship General Electric Co., Schenectady, changing to B. F. Goodrich Co., Akron, through BBDO. New title tentatively *Celebrity Time.*

With No Trouble

TELEVISION has become so successful at selling that it even sells when it's not trying. During intermission of the amateur boxing matches telecast on KTLA Los Angeles from South Gate Arena, South Gate, Calif., Bill Welsh, telecaster, was interviewing the executive secretary of local Chamber of Commerce. In the course of the interview the C of C representative expressed the hope that more industry would find its way into South Gate. The next day a viewer of the telecast purchased two acres in South Gate for erection of a factory.

ASCAP EXTENDS

Video Music Fee Deadline

EXTENSION through April 30 of ASCAP's grant to telecasters to use its members' music without fee was voted by the society's directors last week.

Telecasters have been given free use of copyrighted music pending negotiations of a contract with ASCAP which would establish payment scales. The negotiations between ASCAP and broadcasters have been under way since the first of the year.

Broadcasters have agreed that such payment rates as are finally agreed upon will be retroactive to Jan. 1, 1949. The old ASCAP contract with broadcasters expired Dec. 31. Negotiations pertain to both radio and television.

Last week the following members were reelected to the ASCAP board: Writer directors—Fred E. Ahlert, Oscar Hammerstein 2d, Paul Cunningham, A. Walter Kramer; publisher directors—Herman Starr, Louis Bernstein, Samuel H. Bourne, Gustave Schirmer.

WMAL-TV Washington, will begin telecasting forty-five minutes earlier beginning today (March 28). Station's new sign on time is 6 p.m.

TAKE CBS POSTS

Rothafel and Stumer Named

ARTHUR I. ROTHAFEL, general manager of WFEA Manchester, N. H., has been appointed assistant to the director of CBS television programs, and Louis Stumer, assistant manager of operations of DuMont Television, has been named CBS-TV program sales coordinator, CBS announced last Thursday.

Mr. Rothafel, son of Samuel L. (Roxy) Rothafel, the famed theatrical impressario, will work on program building and administration under Charles Underhill, program director of the CBS television network.

Mr. Stumer's new job is to inform the CBS television sales staff of program planning and development and to assist salesmen in making presentations.

Mr. Rothafel has been general manager of WFEA for a year. Before that he had held program manager posts at WCCM Lawrence, Mass., and WKBR Manchester, N. H. He was radio director of Fletcher and Ellis agency in 1933 and previously headed the radio department of Maxon agency.

Mr. Stumer has been assistant manager of operations and studio liaison director at DuMont for the past year. Before that he was president of Television-Radio Enterprises Inc., a producing firm.

HOLE PROMOTED

Named DuMont Executive

LEONARD HOLE, general manager of WABD (TV) New York, has been appointed director of network operations for the DuMont Television Network, Mortimer W. Loewi, director, announced last Tuesday.

Mr. Hole

Mr. Hole joined DuMont's flagship station almost a year ago. His promotion is said to be part of an over-all expansion and reorganization plan now being effected by the network.

FRIENDS
"To make a friend, you must be one."
Twenty years of service to farmers in Kansas and adjoining states have made us their friend.

WIBW The Voice *of* Kansas *in* TOPEKA

Video Set Distribution Compiled by NBC on Regular Monthly Basis

CITY	NO. OF STATIONS	NO. OF FAMILIES (SERVICE AREA)	NO. OF TV SETS INSTALLED
New York	6	3,597,000	500,000
Baltimore	3	732,000	44,700
Boston	2	1,175,000	53,600
New Haven	1	557,000	20,700
Philadelphia	3	1,184,000	130,000
Richmond	1	130,000	7,700
Schenectady	1	258,000	17,900
Washington	4	691,000	37,400
Buffalo	1	323,000	15,500
Chicago	4	1,438,000	100,000
Cleveland	2	695,000	30,400
Detroit	3	839,000	43,500
Milwaukee	1	327,000	19,000
Pittsburgh	1	742,000	9,500
St. Louis	1	474,000	22,500
Toledo	1	241,000	8,500
Albuquerque	1	22,000	600
Atlanta	1	233,000	5,900
Cincinnati	1	384,000	17,100
Fort Worth	1	269,000	3,100
Dallas (Included in coverage area of Ft. Worth TV station)		277,000	4,100
Los Angeles	6	1,372,000	102,000
Louisville	1	188,000	5,700
Memphis	1	177,000	3,400
Minn.-St. Paul	1	333,000	12,300
New Orleans	1	225,000	4,000
Salt Lake City	1	93,000	3,300
San Francisco	1	825,000	4,600
Seattle	1	307,000	5,000
Dayton	1	291,000	4,600
Houston	1	217,000	3,000
Syracuse	1	199,000	2,300
Total All Operating Stations	55		1,241,900

TV Ownership in Cities Without Operating Station

CITY	OPERATION DATE FIRST STATION	NO. OF FAMILIES (SERVICE AREA)	NO. OF TV SETS INSTALLED
Erie	March 1949	112,000	500
Indianapolis	June 1949	281,000	800
Miami	March 1949	117,000	1,700
Providence	March 1949	1,011,000	5,500
Wilmington	May 1949	728,000	3,300
Others			61,300
Total			1,315,000

Ice Disrupts WLWT

ICING conditions atop the 571-ft. tower of WLWT (TV) Cincinnati disrupted operation of the Crosley station for two hours March 18 and delayed relay of programs to WLWD, Crosley's new Dayton video outlet. R. J. Rockwell, Crosley vice president in charge of engineering, said melting ice at the top of the antenna caused a short circuit and burned out part of the coaxial cable which carries programs up the tower.

WORZ
NBC AFFILIATE
ORLANDO
FLORIDA
1000 WATTS—740 K.C.
FULL TIME—CLEAR CHANNEL
Nat. Rep., WEED & CO., New York

CHERTOK TV INC.

New Sacramento Firm Opens

FORMAL incorporation of Jack Chertok Television Inc., Sacramento, as a California corporation capitalized for $100,000 has been completed.

Jack Chertok, also head of Apex Pictures, commercial film firm, is president of new firm and Tom Rockwell, head of General Artists Corp., is vice president. Mr. Chertok, a former feature picture producer at MGM and Warner Bros., formed Apex three years ago and has serviced such national clients as Toni, duPont, Carnation Co., Gillette, Standard Oil of California and National Assn. of Manufacturers.

The television firm will have access to the talent roster of GAC, according to Mr. Chertok, but will not restrict itself exclusively. Apex will continue to do commercial films, while all future television activity will be handled by the new corporation, he said.

NABET VS. IATSE

NBC Case Hearing Resumed

NLRB hearing in the NABET-vs.-IATSE dispute over NBC lighting engineers was resumed again Thursday for the second week. Neutral NBC was still the only organization called on to produce witnesses.

Ernest de la Ossa, director of NBC personnel department, testified as to the history of NBC collective bargaining relationships with NABET, running back to 1933, and with IATSE, beginning in 1940. F. A. Wankel, assistant television operations supervisor of NBC, was the previous company witness [BROADCASTING, Feb. 21]. A similar NLRB hearing involving ABC lighting engineers, scheduled for March 23, was postponed indefinitely until conclusion of the NBC matter.

PREMIUM BUSINESS

TV Will Swell It—Degan

TELEVISION will be a leading factor in swelling the premium business beyond the billion-dollar mark this year, it was predicted last week at the 16th annual Premium Buyers Assn. meeting in Chicago.

Robert R. Degan, merchandising executive of Ted Bates, New York agency, told the premium buyers, meeting at Hotel Stevens, that American consumers spent a billion dollars for thousands of kinds of advertising premiums in 1948 and would spend even more this year.

Television, he said, would contribute heavily to the increase. "Results to date by manufacturers who have made premium offers on television have been nothing short of sensational," Mr. Degan added.

DuMONT SALES

Over $26 Million in '48; Net Profit Also Up

ALLEN B. DuMONT Labs achieved record sales and earnings in 1948, according to an annual report to stockholders made public Wednesday by Dr. Allen B. DuMont, president.

Sales in 1948 amounted to $26,859,000, compared with $11,109,172 in 1947. Net profit advanced to $2,701,000 or $1.29 a share, compared with $563,677 or 27 cents a share in 1947.

Percentage of net profit to sales in 1948 was more than 10% compared to 5% the preceding year, said Dr. DuMont.

Position of the company in the early part of 1949 has continued strong, Dr. DuMont indicated. He said sales for the first ten weeks of 1949 were $9,023,000 as compared with $3,595,000 for the same period in 1948.

Only division of the company not in the black, he said, was the DuMont television network. But he told stockholders:

"... your company feels that our television broadcasting stations are valuable franchises which will eventually be very profitable."

He also advised the shareholders that despite the rapid growth of the company, it was moving carefully to avoid over-expansion which would endanger "either our financial position or the quality of our manufactured products." Similar caution was being exercised in the firm's dividend policy, he said.

Without giving the figures, the report sales in DuMont's transmitter division showed a "very substantial" increase over 1947. The company also is doing intensive development work in UHF and anticipates a steady volume of business in production and sale of equipment and accessories to new telecasters in both VHF and in the possible new UHF band, it was said.

Total assets were listed at $16,882,112, of which the broadcasting facilities constituted $876,187. Property, plant and equipment of manufacturing facilities, less depreciation reserve, was $3,636,555. Current assets, including largely bank deposits and accounts receivable and inventories, were $12,169,275. Inventory itself was $5,397,074.

DAYTIME classes in motion picture and television production will be offered next fall by The New Institute of Film & Television, 29 Flatbush Ave., Brooklyn. The school is now offering evening and Saturday classes for a total of 14 hours per week. Fall daytime classes will total 25 hours weekly, with the evening program continuing as at present. Faculty will be enlarged and registration for daytime courses will commence September 12.

YOUR NEW CHEVROLET OR BUICK

STARTS HERE
HURON
OGEMAW
IOSCO
ARENAC
GLADWIN
BAY
MIDLAND
BAY CITY
TUSCOLA
SAGINAW
600 KC
GENESEE
SHIAWASSEE
FLINT
LAPEER
OWOSSO

FLINT . . . world's 2nd automobile city.

FLINT, Bay City and Saginaw do most of the business for E. Central Michigan. Until WTAC, Flint and six surrounding counties had no adequate NBC coverage. Now, WTAC-NBC covers Michigan's 2nd market . . . the million listeners with the billion dollar income.

TRENDLE-CAMPBELL BROADCASTING CORP.
WTAC
FLINT, MICHIGAN
DETROIT
1000 Watts Day — 500 Night
600 KC
Paul H. Raymer, Representative

ZENITH SUED

Two Firms Hit Obsolescence Ads

MILLION DOLLAR damage suit and injunction proceedings to stop Zenith television obsolscence ads was started last Monday in New York Supreme Court by Sightmaster Corp. and Empire Coil Co. Inc.

The action thus represented the joining against Zenith of a television manufacturer (Sightmaster), a television parts manufacturer (Empire) and a television broadcaster (Empire has under construction WXEL (TV) Cleveland).

The plaintiffs called the Zenith ads false and misleading, and charged they were run maliciously with knowledge of their falsity "for the deliberate and preconceived purpose and with the design of inducing the public" to buy television sets only from Zenith.

It was alleged that plaintiffs had demanded that Zenith stop running the ads but instead Zenith continued to publish them and "are threatening to continue the same."

Already, the plaintiffs alleged, they have suffered damages because customers have failed to buy sets from Sightmaster and parts from Empire. As for damage to the Cleveland television station, it was alleged that because of the Zenith ads:

"... The volume of sales of television sets in the area of the television broadcasting station now in the process of construction by the plaintiff, Empire Coil Co. Inc., has been and will continue to be substantially reduced, thereby seriously impairing the value of the said television broadcasting station and the anticipated revenue therefrom."

McDonald Answers

Commdr. E. F. McDonald, Zenith president, was quick to answer the charges, saying that Zenith welcomed the opportunity to prove its advertising allegations.

"I have never welcomed a lawsuit as much as I welcome this one. This will give Zenith the opportunity in the courts to prove to the public that the statements in its advertisements, of which complaint is made in the suit, are true. Our only purpose in publishing these advertisements was to acquaint the public with the facts they are entitled to know."

Commdr. McDonald disclosed that Dunn & Bradstreet lists the tangible net worth of the Sightmaster Corp as $71,509 as of July 31, 1948. He stated the company has no engineering staff. Dunn & Bradstreet lists the net worth of Empire Coil Co. as $141,159 as of Sept. 30, 1948—"Yet this company has a CP for a television station in Cleveland which it received in December 1947 and they haven't put up a station yet," he added. The commander pointed out that the net worth of Empire Coil in 1947 was $75,847.

The suit was brought against Zenith Radio Corp. of New York and Zenith Radio Corp., an Illinois corporation. The latter was alleged to own the New York company, which was described as a distributor of sets and parts manufactured by the parent firm.

Affidavits to the complaint were signed by Michael L. Kaplan, president of Sightmaster, and by Herbert Mayer, president of Empire. Both Sightmaster and Empire are located in New Rochelle, N. Y.

Principal allegations follow:

"That heretofore and beginning on or about March 6, 1949, the defendants to procure for themselves and to divert to themselves the business of plaintiffs and others so situated, caused to be issued and disseminated, orally and in writing, to the public, throughout the United States and elsewhere, the false and fraudulant disparaging statements against the plaintiff's goods, that the Federal Communications Commission was about to change television wave lengths, which change would render all present television receivers and component parts thereof obsolete and junk, but that defendants' television receivers and component parts thereof were so constructed as to receive and handle all possible changes and that plaintiffs were concealing all this from their purchasers and, as part and parcel of the above, the defendants caused to be advertised in many newspapers throughout the United States advertisements . . .

"That such disparaging statements were false and misleading in that the Federal Communications Commission was not about to change present television wave lengths; and was not about to change such wave lengths so as to render obsolete and junk all television receivers and component parts thereof; and defendants' television receivers were not equipped so as to handle and receive all other possible changes, and plaintiffs were thus not concealing any such things from their purchasers.

"That the purpose and effect of the aforesaid statements both as originally issued and disseminated and as repeated by the defendants, was to cause the public, including particularly customers and potential customers of the plaintiffs, to believe that the television sets and component parts thereof manufactured, sold and distributed by the plaintiffs were about to become obsolete and junk and that to avoid this the public could safely and only should purchase the television sets and component parts manufactured and sold by the defendants and not those of plaintiffs.

"That each of the defendants, in deliberately and maliciously making the misrepresentations hereinabove set forth and in deliberately and maliciously causing the said misrepresentations to be published, republished and repeated, knew and either deliberately intended or was recklessly indifferent to the fact that, in the event that prospective purchasers of television sets were to believe the said representations to be truthful, the entire business of manufacturers of television sets other than that of defendants themselves, as well as the entire business of those who supplied material to such manufacturers, as well as the entire business of television broadcasters, would be seriously affected and impaired."

After alleging that the ads caused Sightmaster and Empire Coil damage and loss of business, judgment was asked as follows:

"Enjoining the defendants from issuing and disseminating, orally or in writing, to the public throughout the United States and elsewhere, the false and fraudulent disparaging statements against the plaintiffs' goods that the Federal Communications Commission was about to change television wave lengths, which change would render all present television receivers and component parts thereof obsolete and junk, but that defendants' television receivers and component parts thereof were so constructed as to receive and handle all possible changes; and any and all statements of a similar nature;

"For an injunction of like and similar nature as the aforesaid permanent injunction, during the pendency of this action;

"For damages against the defendants and each of them in the sum of Five Hundred Thousand ($500,000) Dollars in favor of the plaintiff Empire Coil Co. Inc., and in the sum of Five Hundred Thousand ($500,000) Dollars in favor of the plaintiff Sightmaster Corp.; together with such other and further relief as in the premises may be just and proper."

In Detroit, Harry Bannister, general manager, WWJ WWJ-TV WWJ-FM, stated that television wavelengths will not be changed and that present TV receivers will not be obsolete tomorrow, next year or in five years. In a signed advertisement appearing in the *Detroit News*, Mr. Bannister declared:

"If the day ever comes when UHF improves enough to provide television service approaching present standards, it will be possible by adding an inexpensive converter to receive UHF, on any standard television receiver. But, in all probability, anyone buying a standard make . . . today will wear it out, and repeat the process with its successor, before UHF becomes a factor worth considering."

Mr. Bannister added that Detroit is one of the few communities with "sufficient authorizations" in the VHF band, and may never have any UHF stations—"certainly not for a number of years. Even at that time, the VHF band will always be the preferred source of television, while UHF will be used merely to supplement VHF . . ."

The Pulse Report of Television Audiences

NEW YORK

Top Ten Television Shows
Once A Week
Highest ¼ Hour Rating

	Mar.	Feb.
Texaco Star Theatre	75.3	67.3
Godfrey's Talent Scouts	56.0	57.3
The Goldbergs	54.0	38.7
Broadway Revue	52.7	41.3
Godfrey & His Friends	48.7	44.7
Toast of The Town	45.3	46.0
Kraft TV Theatre	42.0	38.0
Phil Silvers Show	37.3	34.0
Original Amateur Hour	36.7	33.3
Lambs Gambol	32.0	—
Multi Weekly Shows		
Howdy Doody	24.5	27.0
Small Fry Club	22.1	25.0
Lucky Pup	17.5	19.1
Bob Howard Show	17.5	18.0
Kukla, Fran & Ollie	14.0	10.9
Western Features	10.1	11.0
Six Gun Playhouse	9.8	9.8
Junior Frolics	9.3	10.0
Western Features	8.9	—
Pixie Movie Matinee	8.3	—

Average Quarter Hour Sets-In Use For Week Studied
Entire Week, 12 Noon-12 Midnight
Television Homes

	Combined Radio & TV	TV	Radio
March 1949	34.9	26.1	9.7
February 1949	33.2	26.9	8.1
January 1949	32.3	23.9	10.8

PHILADELPHIA

Top Ten Television Shows
Once A Week
Highest ¼ Hour Rating

	Mar.	Feb.
Texaco Star Theatre	71.0	69.0
Godfrey & His Friends	61.0	67.0
Godfrey's Talent Scouts	61.0	65.0
Broadway Revue	59.0	54.0
Phil Silvers Show	48.0	50.0
Toast of The Town	47.0	44.0
We, the People	45.0	44.0
Lanny Ross Show	45.0	50.0
Break the Bank	42.0	—
Kraft TV Theatre	41.0	—
Multi Weekly Shows		
Howdy Doody	33.4	31.4
Small Fry Club	26.4	27.0
Lucky Pup	17.3	14.4
Blues by Bargy	17.0	—
CBS-TV News	16.0	15.6
Homemakers Matinee	15.6	14.5
Manhattan Showcase	15.0	—
Western Balladier	14.3	—
Make Mine Music	13.5	17.3
Camel News Caravan	13.0	12.2

Average Quarter Hour Sets-in-Use For Week Studied
Entire Week, 12 Noon-12 Midnight
Television Homes

	Combined Radio & TV	TV	Radio
March 1949	38.6	28.1	12.3
February 1949	38.1	29.5	10.6
January 1949	38.6	26.8	14.5

CHICAGO

Top Ten Television Shows
Highest ¼ Hour Rating
Once A Week Shows

	Mar.	Feb.
Godfrey & His Friends	65.0	60.0
Texaco Star Theatre	55.0	55.0
Golden Gloves	45.0	—
Super Circus	44.0	46.0
Kraft TV Theatre	40.0	—
Wrestling	40.0	—
The Goldbergs	40.0	—
Original Amateur Hour	37.0	—
Morey Amsterdam Show	36.0	—
Indoor Polo	35.0	—
Multi-Weekly Shows		
Kukla, Fran & Ollie	43.0	38.8
Small Fry Club	25.2	24.6
Howdy Doody	24.8	21.0
Lucky Pup	24.3	23.4
Uncle Mistletoe	23.2	18.8
Film Serials	20.0	17.2
Curbstone Cut-Up	17.0	19.2
Feature Films	16.0	13.3
Film Shorts	10.4	8.2
Craft Shop News	8.0	—

Average Quarter Hour Sets-in-Use For Week Studied
Entire Week, 12 Noon-1 Midnight
Television Homes

	Combined Radio & TV	TV	Radio
March 1949	40.4	29.6	12.9
February 1949	37.8	29.3	10.5
January 1949	32.8	20.2	14.6

TEL-AIR AGENCY

Radio-TV Package Firm Opens

TEL-AIR Productions, new radio-television package agency, has been formed in Detroit and Chicago by Doreen Koebel, president, and Nancy Pierce, vice president. Headquarters of the new firm are at 3160 Second Ave., Detroit. The Chicago branch, at 12181 Otsego Rd., is under the direction of Patricia Harmon.

Both Miss Koebel and Miss Pierce were formerly with Chicago television stations and Miss Harmon was associated with stations in Michigan and Illinois. The agency is offering live packaged shows and currently has eight shows completed—five for television, two for radio and one for either medium or simultaneous production.

Drastic Mastic

AS FIRST STEP in its 1949 campaign to utilize television in the promotion of realty sales, Mastic Acres Inc., New York, owner of an 8,000 acre land development at Mastic, L. I., has signed a 13-week contract with WPIX (TV) New York. Walter T. Shirley, Mastic president, announced that the firm would participate in sponsorship of the weekly *Your New York*, Saturdays, 7:45-9 p.m. Agency is Jasper, Lynch & Field, New York.

SAFETY

Olympia Brewing Opens Spot Campaign

A PUBLIC-SERVICE spot campaign, with a minimum of sponsor identification, will be launched on 28 stations throughout the State of Washington April 4 by the Olympia Brewing Co. of Olympia, Wash. The project, representing a marked departure from past radio efforts of the sponsor, involves a total budget of $80,000. Seattle office of Botsford, Constantine & Gardner is the agency, with John P. Heverly, account executive.

Theme of the 20-second, transcribed spot announcements, prepared with the cooperation of the Accident Prevention Div. of the Washington State Patrol, is traffic safety. Each of the 200 spots touches one of the basic points made by the National Safety Council regarding safe driving.

Each spot opens with sound effect of an auto horn honking twice. Then the announcer comes on with "Thank you" and the specific safety angle. Horn effect and "Thank you" also closes the spot.

Believed to be one of the heaviest spot campaigns in the history of Washington radio, the effort has been more than a year in the making. Olympia's earlier radio advertising has consisted of sponsorship of Cecil Solly, garden expert, as a seven-year public relations effort throughout the state. This program was dropped early in the year.

Decision to switch to traffic safety spots was taken in line with the long-time personal interest in the subject by Peter Schmidt, president of the Olympia Brewing Co. The first effort at developing the safety spot campaign was discarded, according to the agency, because the announcements "sounded too much like preaching." The approach was then changed to the more positive one of awarding "State Patrol Thank You's."

A test campaign was run Jan. 17 to Feb. 21 on KYAK Yakima and KGY Olympia, during which time comments were solicited from civic leaders and community organizations. With the favorable response, it was decided to go ahead with a full-year contract.

A total of 11,232 spots is scheduled through April 1, 1950, averaging 18 a week in each area (advertising of alcoholic beverages on Sunday is forbidden by Washington State law).

To find the right voices, Mr. Heverly disclosed, 33 Seattle announcers were invited to record a sample announcement, and a committee of client and agency officials selected the best two. Winners were Don Courtney, staff announcer at KIRO, and David Ballard, KING staffer.

In addition to the spots already recorded, a system of coordination with the Washington State Patrol is being set up whereby patrol officers can communicate through the State Patrol radio office in each area with the radio stations, in event of emergencies of any kind. In such cases, the patrol officer will contact the radio station by telephone, giving information on the emergency, and the station will prepare special announcements for immediate broadcast.

In a three-page letter to all stations carrying the schedule, Mr. Heverly gave a detailed description of the project, explaining its purpose. "The selling of Olympia Beer is secondary to building good will and to their sincere attempt to reduce the toll of traffic accidents," he wrote.

The same letter authorized station officials to substitute special announcements in the event of unusual weather or other emergencies. In case of requests from the State Patrol for special broadcast announcements, the stations are authorized to write and air the announcements "as soon as possible," without prior clearance with the sponsor or agency.

Closing identification on such emergency spots is to be: "This State Patrol emergency announcement was broadcast by the Olympia Brewing Co." Announcements of this type will be run in addition to the spot schedule specified in the station contract, and will be billed separately at regular rates.

"The Washington State Patrol is naturally very enthusiastic about the tremendous educational possibilities of this traffic safety education," Roy F. Carlson, State Patrol chief, said last week. "I am certain that the broadcasting of these safety announcements will actually save many lives."

The budget for the year-long experiment includes $73,500 for station time and $6,500 for production costs, Mr. Heverly told BROADCASTING last week.

RADIO SCOUTS

KOMA Backs Troops

PROBABLY one of the most unusual troops in the Boy Scouts of America is Troop 1520 in Oklahoma City. It is headed by Jerry Marx, night news editor of KOMA Oklahoma City, and is exclusively for bedridden boys or those confined to their homes.

Mr. Marx, who is confined to a wheel chair with arthritis, conceived the idea and has had it approved by the Boy Scouts of America. He conducts a special program on Saturday afternoon, featuring prominent guest speakers who can offer inspiration to the boys. Roy Rogers prepared a special recorded message for the initial broadcast last month and Oklahoma's Governor Roy Turner appeared.

The program enables the boys to earn promotions and merit badges and otherwise participate in the Scouting program. Each confined boy has a "buddy" Scout from a neighboring troop who helps him with the Scouting work.

BUYERS' MARKET

Research Needed, Says Weaver

BUYERS' MARKET need not be hazardous if proper investigation of buyers' wants and needs is made through research, Norwood Weaver, vice president of A. C. Nielsen Co., Chicago, told the Ohio State U. advertising conference at Columbus March 17-18 [BROADCASTING, March 21].

The job of research for the advertiser and manufacturer, said Mr. Weaver, is to measure changes in desires and ideas. From facts thus obtained the advertiser must reason back in order to determine his advertising appeal and methods of promotion, he added.

Gerald H. Carson, vice president and copy director of Kenyon & Eckhardt, told the conference that advertising copy in 1949 must be selling copy. Buyers want specific facts on products, he said.

Speaking on the retail picture in the buyers' market, Alan Wells, advertising director of Kaufmann's, Pittsburgh department store, emphasized that retailer and manufacturer must work together in promotion and exchange of ideas to make selling less expensive and more successful. Mr. Wells said he feels stores will need as much promotion money in 1949 as last year, but that proper analysis of the market and media must be made so the money will be spent effectively.

Television Seminar

The conference included the second University Television Seminar. Richard A. Borel, manager of WBNS WBNS-TV Columbus, was chairman. Speakers included George L. Moskovics, manager of sales development of CBS Television; W. H. Robinson, General Electric Lamp Dept.; Thomas R. Gettelman, vice president of Gettelman Brewing Co., and E. Y. Flanigan, manager of WSPD-TV Toledo.

Mr. Robinson told of GE entrance into TV in carrying the Cleveland Indians ball games and of surveys made in connection with the telecasts. Near the end of the season a survey showed that nearly 52% of those interviewed had seen the games on television, despite the fact that fewer than 10,000 homes in the Cleveland area had TV sets. Of those interviewed, 33% could identify the sponsor.

Mr. Gettelman told the advertisers that TV advertising for Gettelman's Beer in Milwaukee had given 50% better coverage and a more cordial welcome for their salesmen, and had made possible distribution outlets.

Mr. Moskovics commented that much of the money for TV advertising is coming from budgets other than advertising in many companies. He said that 63 million people can be served by TV by the end of this year, making every advertiser consider TV in preparing his budget.

Marion Harper Jr., president of McCann-Erickson, told the Columbus Advertising Club and conference guests that the chief advertising problem in the buyers' market is a "knowledge" problem. Job of advertising men, he said, is to get the most for the advertising dollars. He suggested that all advertisers set aside 5% of their advertising budget for ad research—to test the effectiveness of appeals, media and merchandising. In addition, he said, every advertiser should take a critical look at his product, the potential market and his dollar volume.

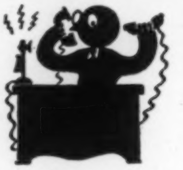
An advertising clinic might be set up by advertisers to help test advertising methods, Mr. Harper believes. It could take much of the waste out of promotion expenditures, he said.

Other speakers were: Floyd E. Brown, advertising department, Cleveland *Plain Dealer;* William C. Gordon Jr., assistant to the director and market analyst, research dept., Curtis Pub. Co., Philadelphia; James W. Egan Jr., vice president and advertising director, Toledo *Blade*, John W. Craig, vice president of Avco in charge of Crosley Div., Cincinnati, and Dr. Paul Austin Wolfe, pastor, Brick Presbyterian Church, New York.

Travel Spots

RADIO advertising will be used in the seacoast region of southern Maine this summer to promote tourist travel. The Southern Maine Route 1 Assn. has approved plans for a campaign on WHEB Portsmouth, N. H., and its FM affiliate WFMI. The station is located on U.S. Route 1 just south of the entrance to the southern Maine seacoast region. Spot announcements every half hour during the day will emphasize the advantages of traveling in the region on Route 1. Campaign is scheduled to start in May and will continue into late September.

Management



GUY SAVAGE, program manager and sports director for KLEE Houston, has been appointed assistant manager and sports director of KLEE-TV.

MONTE KLEBAN, well known southwestern radio and television executive, has joined KTRH Houston, Tex. **B. F. ORR,** KTRH president, said his position is "planning and advisory consultant on all operating phases of the station's activities." Mr. Kleban formerly was program and production director of WOAI San Antonio.

Mr. Kleban

NORMAN CHANDLER, president of Los Angeles *Times*, KTTV (TV) Los Angeles, Publishers Paper Co. and other corporations, has been elected to board of directors of Safeway Stores Inc., San Francisco.

PAT GOOLSBY has resigned as manager of KNOG Nogales, Ariz. Mr. Goolsby plans to devote his full time to writing and in addition will serve as advertising consultant for a special group of Arizona radio accounts.

LT. COL. LESTER W. LINDOW, general manager of WFDF WFDF-FM Flint, Mich., has been elected executive vice president of Lt. Harry Hart Chapter of the Reserve Officers' Assn.

P. A. SUGG, with WKY Oklahoma City for past three years, has been elected vice president and director of station.

Mr. Sugg

H. P. (Phil) NESBITT, formerly with WITH Baltimore, has been appointed general and commercial manager of WNAV AM & FM Annapolis, Md.

FORNEY A. RANKIN, executive assistant to **JUSTIN MILLER,** president of NAB, is the father of a girl.

RALPH R. BRUNTON, former president and general manager of KQW San Francisco, recently sold to CBS, has returned to the automotive business, after a 28-year lapse. He has established offices at 1460 Pine St., San Francisco.

FRED WOOD, general manager of WWBZ Vineland, N. J., is the father of a boy.

CCNY SESSION

Moderators Announced For Panel Sessions

SELECTION of four moderators to lead morning panel sessions of the fifth annual City College of New York Radio-Television and Business Conference, was announced last Monday by Dr. Robert A. Love.

The discussions, to open the March 30 conference at New York's Hotel Roosevelt, will be moderated by E. P. H. James, MBS vice president; M. B. Grabhorn, ABC vice president; Seymour N. Siegal, director of communications, New York City; and James Nelson, NBC director of advertising and promotion. Overall theme of the conference is "Expanded Opportunities in Radio and Television."

The complete panels in each category:

RESEARCH: David E. Moser, assistant director, Evening and Extension Div., City College School of Business, chairman; E. P. H. James, vice president, MBS, moderator; Oscar Katz, CBS; Ed Evans, ABC; Kenneth Baker, NAB; Peter Langhoff, Young & Rubicam, and Samuel Northcross, Audience Research Inc.

SALES: Earl Ryan, supervisor of radio and television courses, City College School of Business, chairman; M. B. Grabhorn, vice president, ABC, moderator; Lewis H. Avery, station representative; George Frey, NBC; Ralph Weil, WOV New York; Eugene S. Thomas, WOIC (TV) Washington, and David N. Sutton, CBS.

PROGRAMMING: Seymour N. Siegel, director of communications, New York City, chairman and moderator; Ted Cott, WNEW New York; Richard W. Hubbell, television consultant; John L. Sinn, Frederick W. Ziv Co.; Leslie T. Harris, Benton & Bowles; Morgan Ryan, ABC, and Tony Kraber, WABD (TV) New York.

PROMOTION AND PUBLICITY: William P. Pettit, director of public information, Evening and Extension Div., City College School of Business, chairman; James Nelson, director of advertising and promotion, NBC, moderator; Miss Wauhillau LeHay, N. W. Ayer & Son; Earl E. Ferris; Louis Hausman, CBS; Jo Ranson, WMGM New York, and Frank Young, WPIX (TV) New York.

INDIANA ASSN.

Officers, Board Re-elected

ASSN. of Indiana Broadcasters re-elected its officers and board members at an all-day meeting held March 18 at the Columbia Club, Indianapolis.

Serving again during 1949-1950 will be Bruce McConnell, WHOT South Bend and WHBU Anderson, president; Robert G. Duffield, WOWO Fort Wayne, vice president; E. G. Ogborne, WCTW (FM) New Castle, second vice president, and Daniel Park, WIRE Indianapolis, secretary.

Re-elected to the board of directors were Warren G. Davis, WSUA Bloomington; W. F. Rippetoe, WBOW Terre Haute; Richard M. Fairbanks, WIBC Indianapolis; George J. Higgins, WISH Indianapolis; Harry M. Bitner, WFBM Indianapolis; John C. Jeffrey, WIOU Kokomo, and G. F. Albright, WKBV Richmond.

The association discussed recent legislation affecting broadcasters and the controversial standard vs. daylight time issue. Plans were made to publish a booklet on Indiana stations for distribution to the public.

Forty-six Indiana stations carried the finals of the state high school basketball tournament, the association announced. Thirty-one stations originated broadcasts from the Butler U. fieldhouse, scene of the tourney, and fed the finals to 15 additional outlets.

STANLEY BEAUBAIRE

Dies as His Plane Crashes

FUNERAL SERVICES for Stanley Beaubaire, 34, president of KNGS Hanford, Calif., who lost his life when his private plane crashed 20 miles northeast of Bakersfield, Calif., March 19, were held in San Francisco March 22.

Mr. Beaubaire, who also was editor of the Hanford *Journal-Sentinel*, is survived by his parents, Mr. and Mrs. Samuel Beaubaire. He was a graduate of Stanford U.

The plane crash occurred in bad weather, KNGS reports.

LAST CHANCE

BROADCASTING Telecasting 1949 YEARBOOK NUMBER

Receive FREE BROADCASTING 550 - PAGE 1949 YEARBOOK

This $5.00 YEARBOOK comes free with a $7.00 subscription to the weekly BROADCASTING-Telecasting.

OFFER EXPIRES MARCH 31

1949 YEARBOOK FEATURES

Complete analysis of 1948 radio advertising; AM, FM, TV directories, program trends; ratings of year's most popular shows; new audience measurement methods, plus 1000 radio references.

MAIL COUPON TODAY!

BROADCASTING • TELECASTING HA-30
870 NATIONAL PRESS BLDG.
WASHINGTON 4, D. C.

Sure, start my subscription immediately so I'll get 52 weekly issues, 1949 Yearbook and 1949 MARKETBOOK (published in the Fall).

1 YEAR ☐ $7 2 YEARS ☐ $12
Add $1 a year for Canadian or foreign postage
☐ BILL ME

NAME ____ TITLE ____
FIRM ____
ADDRESS ____
CITY ____ ZONE ____ STATE ____

52 WEEKLY ISSUES AND 1949 YEARBOOK

YEARBOOK Special

AN ULCER A DAY
WON'T LET ANY
ADVERTISING MAN PLAY

Ease up on Aggravation, Make Life Simple and Results Certain . . . In Memphis, It's

WMPS
10,000 WATTS DAY
5,000 WATTS NIGHT
68 ON YOUR RADIO

Represented by
RADIO REPRESENTATIVES, INC.

Replica of the trophy

* * *

GOLF TOURNEY

Seek Entries for NAB Meet

ENTRIES for the 14th annual NAB Golf Tournament, sponsored by BROADCASTING and to be held April 10, should be submitted as soon as possible. Applications should be sent to Maury Long, at BROADCASTING's Washington headquarters, 870 National Press Bldg., or to Bill Thompson at the Chicago bureau, 360 N. Michigan Ave.

Tournament will be held at Acacia Country Club, about 10 miles out of Chicago. BROADCASTING will supply a bus leaving the Stevens Hotel at 9 a.m. Sunday. A silver trophy will be awarded the low gross winner with another prize going to the low net winner.

Watson-Watt To Speak

SIR ROBERT WATSON-WATT, the "father of radar," will speak at fourth Frank A. Howard lecture on industrial research at George Washington U.'s Lisner Auditorium in Washington, today (March 28), at 8:15 p.m. Sir Robert will discuss "Industrial Research in Great Britain."

Programs

PROGRAM for children three years old and up is answer WJPS Evansville, Ind., has found for what it calls the "lost orphans of radio." Every Monday through Friday at 4:30 p.m. two mothers of pre-school children conduct a program of stories, poems and original songs. On each broadcast of *Let's Grow Up* the mothers treat a single theme, acquainting young folk with such every-day things in life as animals, people like the milkman and policemen, personal and social etiquette, moral teaching and principles. Program encourages children to participate by asking them to send in original stories which are aired, and to sing songs along with the "Song Lady" on each broadcast.

'Learn to Type Right'

TOUCH TYPING is being taught by radio on KJR Seattle's new program, *Learn to Type Right*. Weekly program is sponsored by Pantorium, Seattle launderer and cleaner. Emphasis of teaching is on "visualization."

WDRC's Talent Times

NEW talent discovery program starts today (March 28) on WDRC Hartford, Conn. The discovery is not to be placed on a single program, but will be heard transcribed at various times each day on local shows. WDRC will give each new "star" a week's play and buildup. Barbara Nelson, WDRC's receptionist, is first new discovery and will be featured in five piano and singing selections.

The Washington Scene

LATEST Washington news is basis for KSL Salt Lake City's newest program, *KSL Reports the Washington Scene*, Wednesdays, 10-10:30 p.m. Program will be aired during present session of congress. Congressmen from western states report on economic, social and political trends.

'Operation Pretend'

THE OHIO National Guard, Army Organized Reserve Corps, and WEWS (TV) Cleveland will participate in *Operation Pretend*, a program which will illustrate what could happen to northern Ohio were it subject to an air attack. The telecast, to be aired on April 3, will use film, remote pickups, and studio settings to dramatize the attack. Viewers will see Cleveland's Terminal Tower collapse in a bombing attack and the wrecking by aggressor bombers of the Bay Bridge at Sandusky, plus many other "real" episodes of what could happen. Also included will be illustrations of defense and preparation.

Bull's-Eye for Prizes

YOUNGSTERS are singing for their prizes on WING Dayton's *Sing for Your Darts* audience participation show. Several participants are selected to sing. If the audience approves the rendition, contestant is given three darts. For each point scored on the basketball-court-like board, the youngster receives a dollar. At end of show, all participants line up and throw one dart at a bull's-eye for jackpot prize. Program is sponsored by Airways Inc., a junior achievement group, and is held in the auditorium of a Dayton department store.

'Life in Israel'

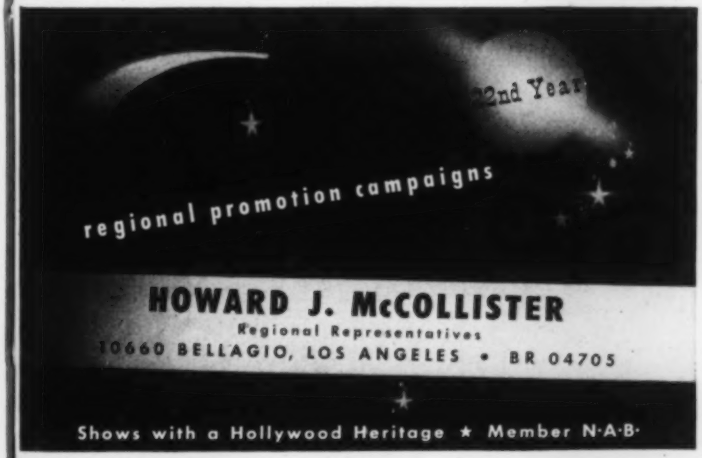
SERIES of weekly half-hour programs relating to cultural and political life in Israel is being aired by WVOM Brookline, Mass. Series, *Life in Israel*, features Dr. Alexander Brin, a member of National Advisory Board of Educators and publisher of the *Jewish Advocate*. The program will relate in song and story the cultural and political life of Israel, "and will tell of the Israeli institutions and activities, new literature and new composition."

Tokyo Raid Featured

PLANS for beginning Congressional Medal of Honor television series [BROADCASTING, Feb. 28] on April 18, fifth anniversary of Tokyo raid, with story of Jimmy Doolittle and the raid, have been announced by A. S. Curtis Features Syndicate, producer of series. First show is based on story distributed by Air Force as official release to 1,200 newspapers. Narrative is written by A. S. Curtis, president of firm and former instructor at U. S. Naval Academy. Series is drawn by Michael Arnes, former Walt Disney artist. Doolittle story, like others in series, is offered to stations in package consisting of narrative script and 35mm film or slides. Each show has 36 frames in film or slides; 35mm film in double size or 1 x 1½" per frame. Curtis Features address is Box 223 Ben Franklin Station, Washington, D. C.

Bristol-Myers Case

A DECISION on the case involving Bristol-Myers Co., charged with misrepresentation in the sale of Ipana toothpaste, is expected by April 15, Federal Trade Commission indicated last week. Final arguments on the merits of the case were heard in Washington March 16. Radio and other advertising media are involved. W. L. Pencke is the government attorney. Company's counsel includes Isaac W. Diggs and Gilbert Weil, both New York attorneys.



22nd Year

regional promotion campaigns

HOWARD J. McCOLLISTER
Regional Representatives
10660 BELLAGIO, LOS ANGELES • BR 04705

Shows with a Hollywood Heritage ★ Member N·A·B·

BE FIRST ON THE AIR with these RCA VICTOR hits on "DJ" couplings!*

VAUGHN Monroe
Busy Doing Nothing
Is It Too Late
DJ-667

FREDDY Martin
The Little Old Church In Leicester Square
1400 Dream Street
DJ-668

PERRY Como
When Is Sometime?
"A"—You're Adorable
DJ-669

*"DJ" records are special pressings—for radio station use only!

RCA VICTOR RECORDS

ACTIONS OF THE FCC

MARCH 18 to MARCH 24

CP-construction permit	ant.-antenna	cond.-conditional
DA-directional antenna	D-day	LS-local sunset
ERP-effective radiated power	N-night	mod.-modification
STL-studio-transmitter link	aur.-aural	trans.-transmitter
synch. amp.-synchronous amplifier	vis.-visual	unl.-unlimited hours

SSA-special service authorization CG-conditional grant

March 18 Decisions . . .

DOCKET CASE ACTIONS

AM—990 kc

Announced decision granting application of Pittsburg Bcstg. Co. for new station in Pittsburg, Calif., on 990 kc 1 kw unl., subject to (1) that suitable phase monitor be installed; (2) that directional-non-directional survey be made and accepted by Commission prior to issuance of license; and (3) that trans. site and ant. system shall receive approval of CAA.

AM—1340 kc

Announced decision denying application of Journal-Review for new station in Crawfordsville, Ind., 1340 kc 250 w unl.

BY COMMISSION EN BANC

Transfer of Control

KVOR Colorado Springs, Col.—Granted transfer of control from The Oklahoma Pub. Co. to Aladdin Radio and Television Inc. for $66,875 cash plus 66⅞% of fair market price of net assets as of appraisal date.

KLZ-AM-FM Denver—Granted transfer of control from Edgar T. Bell, Herbert M. Peck, Inez A. Gaylord et al to Aladdin Radio and Television Inc. for $407,000 plus 74% of fair market value of net assets as of appraisal date.

ACTIONS ON MOTIONS

(By Commissioner Jones)

WJBK Detroit—Granted petition to amend application to substitute as name of applicant Fort Industry Co. in lieu of Detroit Bcstg. Co.

Terrell Bcstg. Corp., Terrell, Tex.—Granted petition for continuance of hearing scheduled March 21, to June 29 at Washington.

KGEM Boise, Ida.—Passed over petition to amend.

Bethesda Camp Meeting Grounds Inc., Anaheim, Calif.—Granted petition to dismiss without prejudice its application.

Fairfield County Bcstg. Co., Norwalk, Conn.—Granted petition to dismiss petition of Feb. 3 requesting reinstatement of application.

KIDO Boise, Ida.—Granted petition for extension of time in which to file proposed findings in consolidated hearing and time was extended to April 1.

WLAQ Rome, Ga.—Commission on own motion continued hearing scheduled for March 24 to April 27 at Rome.

York Bcstg. Co., York, Pa.—Granted petition for continuance of hearing presently scheduled March 31 to June 20 at Washington.

WJBK Detroit—Commission on own motion continued indefinitely consolidated hearing scheduled April 25 at Washington.

The Master Bcstg. Corp., Rio Piedras, P.R.—Commission on own motion continued indefinitely, pending action on petition for reconsideration, hearing presently scheduled April 7 in Washington.

WKAP Allentown, Pa.—Granted petition for continuance of consolidated hearing scheduled April 4 to May 9 in Washington.

When you think of
REPLACEMENTS
RE-TUBE with...
AMPEREX
ALL TYPES — TRANSMITTING AND RECTIFYING TUBES
AMPEREX ELECTRONIC CORP.
25 WASHINGTON STREET, BROOKLYN 1, N. Y.
In Canada and Newfoundland: Rogers Majestic Limited
11-19 Brentcliffe Road, Leaside, Toronto, Ontario, Canada

TELLER
RACING FORM
AMPEREX

Scenic City Bcstg. Co. Inc., Middletown, R.I.—Granted petition to dismiss without prejudice its application.

Frank M. Helm, Modesto, Calif.—Granted petition for extension of time to file exceptions and request oral argument and time was extended to March 31.

March 18 Applications . . .

ACCEPTED FOR FILING

AM—1410 kc

The Orange Belt Station, Redlands, Calif.—CP new AM station 1320 kc 500 w D. AMENDED to request 1410 kc.

AM—1460 kc

KRUZ Palm Beach, Calif.—CP increase 1 kw to 5 kw.

AM—1320 kc

WKAP Allentown, Pa.—CP change from 1580 to 1320 kc etc. AMENDED to change name from N. Joe Rahall, Sam G. Rahall, Farris E. Rahall and Deem F. Rahall d/b as Allentown Bcstg. Co. to WKAP Inc.

AM—1280 kc

Blake-Formby Bcstg. Co., Brownfield, Tex.—CP new AM station 900 kc 250 w D. AMENDED to request 1280 kc 500 w D.

License Renewal

WAVU Albertville, Ala.—License renewal AM station.

Assignment of License

KULP El Campo, Tex.—Assignment of license from Louis Thurmond Culp Krueger, Lafayette Lionel Duckett, Charles Coppage Ingram, J. Edward Johnson and Ross Bohannon d/b as Wharton County Bcstg. Co. to Wharton County Bcstg. Co. Inc.

WPAM-AM-FM Pottsville, Pa.—Assignment of license from Joseph L. Maguire, Kenneth Maguire, John T. Maguire, John Grenoble, Evan Evans, Patrick J. McCall, James Koch and James J. Curran d/b as Miners' Bcstg. Service to Miners' Bcstg. Service Inc.

License for CP

WGIG Brunswick, Ga.—License to cover CP new AM station.

Modification of License

KQW-AM-FM San Francisco—Mod. license change name of licensee corporation from Agricultural Foundation Ltd. to Columbia Bcstg. System Inc. of Calif.

License for CP

WBCM-FM Bay City, Mich.—License to cover CP new FM station.

CP to Reinstate

WAND-FM Canton, Ohio—CP to reinstate CP new FM station.

Modification of CP

KGDM-TV Stockton, Calif.—Mod. CP new commercial TV station for extension of completion date to 9-21-49.

WBAL-TV Baltimore—Same.

KDYL-TV Salt Lake City—Same to 10-1-49.

KRSC-TV Seattle, Wash.—Same to 6-15-49.

WCBS-TV New York—Mod. CP change power for extension of completion date to 10-13-49.

WUTV Indianapolis—Mod. CP changes in TV station. AMENDED to change ERP from 14.44 kw vis., 7.6 kw aur. to 16.3 kw vis., 8.15 kw aur.

License for CP

WRGB Schenectady, N. Y.—License to cover CP changes in TV station.

TENDERED FOR FILING

Assignment of License

KYOR San Diego, Calif.—Assignment of license from Albert E. Furlow, Frank G. Forward, Roy M. Ledford, Fred H. Rohr and Mary W. Hetzler d/b as Silver Gate Bcstg. Co. to San Diego Bcstg. Co.

AM—550 kc

WPAQ Mount Airy, N. C.—CP change from 740 kc 1 kw D to 550 kc 1 kw unl. DA-DN.

Assignment of License

KADA Ada, Okla.—Assignment of license from C. C. Morris to KADA Bcstg. Co., chiefly owned by Mr. Morris.

APPLICATION RETURNED

License for CP

WSTS Southern Pines, N. C.—RETURNED March 16 application for license to cover CP increase power etc.

APPLICATION DISMISSED

Modification of CP

WMAC Pottstown, Pa.—DISMISSED March 16 application for mod. CP new AM station to change from 1370 kc 1 kw D to 1420 kc 1 kw unl. DA-N.

STATION DELETED

AM—1340 kc

KFRE J. E. Rodman, Fresno, Calif.—DELETED March 6 station KFRE, 1340 kc 250 w unl., in accordance with cond. of grant of CP to KTKC March 11, 1948. Call deleted.

March 21 Decisions . . .

BY THE SECRETARY

Radio Corp. of America, Princeton, N. J.—Granted license for new exp. TV station KE-2XAY.

KLEE-TV Houston, Tex.—Granted mod. CP to change power to: vis. 15.1 kw, aur. 7.54 kw, change ant. system and trans.

W D U N Gainesville, Ga.—Granted mod. CP change type trans. and change studio location.

WCPA Clearfield, Pa.—Granted assignment of license from Progressive Pub. Co. to Clearfield Bcstrs. Inc.

WBAL-TV Baltimore—Granted mod. CP for extension of completion date to 9-21-49.

WFYC Alma, Mich.—Granted license new station 1280 kc 1 kw D.

WHLD-FM Niagara Falls, N. Y.—Granted mod. CP change type trans. and make changes in ant. system.

WLIM Detroit—Granted waiver of Sec. 3.205(a) of rules to permit station to announce itself as Detroit station, since station is designed to serve Detroit and its main studios are in trans. bldg.

WPTR Albany, N. Y.—Granted mod. CP to change type trans.

Home Bcstrs. Inc., Logansport, Ind.—Granted cancellation of CP for new station 1570 kc 500 w D.

KSKY Dallas, Tex.—Granted cancellation of CP for changes in vertical ant. and mount FM ant. on AM tower.

Following were granted extension of completion dates for periods shown: WHAY New Britain, Conn., to 6-15-49; WHK Cleveland, to 6-30-49; WHK Cleveland, to 6-27-49; WPRA Mayaguez, P.R., to 5-19-49; KWBB Wichita, Kan., to 10-10-49; KXOC Chico, Calif., to 8-31-49; WBBC Flint, Mich., to 9-27-49; WONE Dayton, Ohio, to 6-15-49; KSDO-FM San Diego, to 7-13-49; KREL Baytown, Tex., to 4-21-49; WBBC-FM Flint, Mich., to 7-12-49; WWNI Wabash, Ind., to 6-28-49; WIBA-FM Madison, Wis., to 10-11-49; WMIT Winston-Salem, to 10-14-49; KTBS-FM Shreveport, La., to 10-13-49, on cond. that construction be completed or interim operation provided by that date.

W S A M Saginaw, Mich. — Granted mod. CP for extension of commencement and completion dates from 60 days after decision in Docket 8069 and 180 days thereafter, to: 60 days from date of grant and 180 days thereafter, respectively.

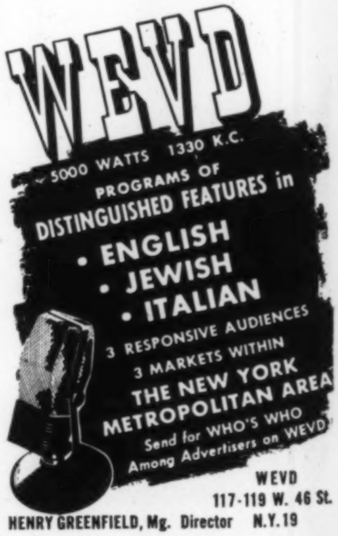
WIOC Robert P. O'Bannon, Croydon, Ind.—Granted request to cancel CP new FM station.

KWEI-FM Inland Broadcast Co., Weiser, Ida.—Same.

WBCC-FM Bethesda, Md.—Granted extension of completion date to 9-6-49, on cond. that construction be completed or interim operation provided by that time.

W S F A - F M Montgomery, Ala.—Granted extension of completion date to 9-30-49.

(Continued on page 64)



WEVD
5000 WATTS 1330 K.C.
PROGRAMS OF DISTINGUISHED FEATURES in
• ENGLISH
• JEWISH
• ITALIAN
3 RESPONSIVE AUDIENCES
3 MARKETS WITHIN
THE NEW YORK METROPOLITAN AREA
Send for WHO'S WHO Among Advertisers on WEVD
WEVD
117-119 W. 46 St.
N.Y. 19
HENRY GREENFIELD, Mg. Director

INSPECTING the new WFLN (FM) Philadelphia control room are Raymond Green (l), manager, and Lawrence M. C. Smith, president of Franklin Broadcasting Co., licensee [BROADCASTING, March 14].

ADVENTIST MEET

Religious Radio Discussed

RELIGIOUS broadcasters, ministers and educators from all states east of the Mississippi attended a broadcasters workshop sponsored by the Radio Dept. of Seventh-day Adventists in Washington.

The conference, aimed toward improvement of existing religious radio, was directed by Paul Wickman, head of the Adventists Radio Dept. Mr. Wickman stated that the workshop's purpose "is to raise the standard of programming to a point where religious programs will be sought after rather than tolerated." The Church regularly uses facilities of 750 stations and sponsors *Voice of Prophecy* on MBS.

Speakers at the event included: Robert Richards, director of public relations, NAB; Frederick Jacky, director of *Hymns of All Churches;* Joseph L. Brechner, general manager of WGAY Silver Spring, Md.; Van Buren DeVries, producer-writer, WMAL Washington; and Lawrence Beckerman, producer-director, WTOP Washington.

CHNS

HALIFAX NOVA SCOTIA

THE
SIGNBOARD
OF
SELLING POWER
IN THE
MARITIME PROVINCES
ASK
JOS. WEED & CO.
350 Madison Ave., New York
He Has the Reasons Why!
5000 WATTS—NOW!

D.C. DIARY STUDY

Results Projected to Number of Listeners

RESULTS of WRC Washington's 1949 diary study of individual listening habits in metropolitan Washington, covering six weeks in January and February, have been announced by the NBC owned-and-operated outlet. The technique projects results to the actual number of listeners, giving program audiences in total number, rather than in the number of radio homes or sets. System was devised by James Seiler, NBC Washington research director, with similar surveys made in 1947 and last year [BROADCASTING, Feb. 17, 1947; April 12, 1948].

Simultaneously WNBW, the network's District TV outlet, released data on televiewing habits for the week Feb. 20-27, based on diaries placed in a cross-section sample of video homes in metropolitan Washington. Again, the television survey purports to indicate total audience for any given TV program that week.

WRC altered the familiar concept of measuring radio homes due to the widespread increase in receivers per home, auto and office radios, and portable sets. Using a sample of 1,000 individuals of metropolitan Washington's 1,300,000 people, based on census reports and city directory, the station let laws of probability govern selection. Persons of all ages, including children, with or without telephones, and even without radios, were taken in the sample, and kept diaries (except 2%). In the case of children, parents kept the youthful listeners' records. Data was compiled on age, sex, race, income and education, occupation and telephone, radio and TV ownership.

Returned and usable diaries were obtained from 88% of the diary sample and 83% of the total sample, from which final figures were gleaned. At conclusion of the study, WRC compared its figures with available known facts on BMB area radio homes, telephone homes and census estimates on population, and found a high correlation, it reported.

Some listener-viewer characteristics:

Radio(s) in home	97.6%
Telephones in home	86.0%
Televiewers in home	8.5%
FM radio in home	11.0%
Auto radio in working condition	30.0%
Listening to auto radio on typical day	12.0%
Viewing television on typical day:	
a. Viewers with sets in home	70.0%
b. Viewers without sets in home	7.0%
c. Total population viewing on typical day	12.0%
Listeners to FM on typical day	5.0%
Listeners to AM on typical day:	
a. With TV in home	49.0%
b. No TV	72.0%
c. Entire population	70.0%
Attending motion picture during typical week:	
a. TV in home	32.0%
b. No TV	36.0%
c. All	35.0%

In the WNBW-NBC television survey, diaries from a sample of TV homes located through 5,000 random telephone calls were placed in 450 homes, with 365 returned as usable for compilation. From the cross-section sample, figures may be projected to give total number of sets tuned to each program, using Washington's TV set figure (37,400) and average 3.3 viewers per set, according to WNBW.

Network top ten for week Feb. 20-27:

Program—Station	Percentage of TV homes viewing
Texaco Star Theatre, WNBW	72.0
Toast of the Town, WOIC	62.9
Boxing (N. Y.) Fri., WNBW	52.5
Break the Bank, WMAL	51.0
Howdy Doody, WNBW	46.5
Amateur Hour, WTTG	43.5
Army Boxing (Sat.), WNBW	42.5
Godfrey & Friends, WOIC	42.0
Actors Studio, WMAL	40.5
Screen Test, WMAL	40.0

Henceforth WNBW television diaries will be placed for one-week periods at intervals of three months, and continue to utilize random phone calls. Accuracy of the surveys is not affected by placement of diaries in telephone homes since nearly all Washington homes are so equipped, the station points out. Study is the fourth made by NBC Washington Research since February 1948, but the first to be publicly announced. In the case of both studies the name of a non-existent research agency was used to avoid bias.

Some interesting facts on radio and newspaper habits of children under 18 years of age also were revealed in the WRC study. Average newspaper reading is 7 minutes per day as compared to 73 minutes per day radio listening for all children. In 12-18 group, 72% read a newspaper while over 88% listen to a radio on an average day. In still lower age bracket—5 through 11—44% of all children read at least a part of a newspaper while 76% do at least some listening to a radio.

NEWS SOURCE

Ohio Seeks Protection

EXTENSION of protective news privileges to radio newsmen has been carried to the floor of the Ohio General Assembly. As in other states where similar legislation is being introduced, the bill brings radio newsmen within the law permitting protection of news sources in official proceedings. Carl M. Everson, WHKC Columbus, is handling the campaign on behalf of the NAB Radio News Committee.

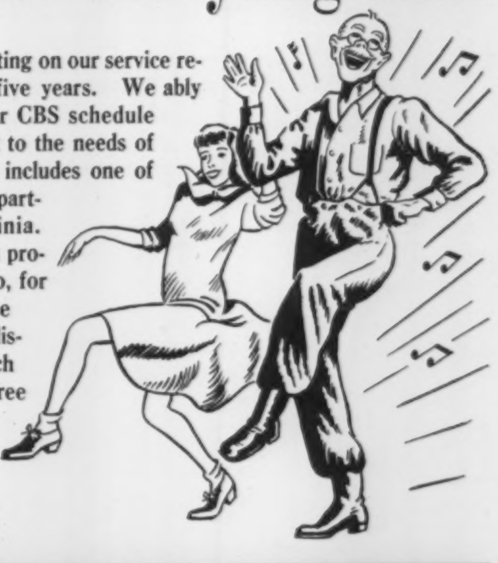
Similar protection has been enacted into law by Indiana, the bill having been signed by Gov. Henry Schricker. It was incorrectly stated in the March 17 BROADCASTING that Illinois had completed legislative action on the bill.

SOUTHWEST VIRGINIA'S *Pioneer* RADIO STATION

old-timer with young ideas

We're not resting on our service record of twenty-five years. We ably complement our CBS schedule with shows built to the needs of our region; that includes one of the top news departments in Virginia. We're strong on promotion, too. So, for your share of the near billion our listeners spend each year—contact Free & Peters!

WDBJ
CBS • 5000 WATTS • 960 KC
Owned and Operated by the
TIMES WORLD CORPORATION
ROANOKE, VA
FREE & PETERS, INC. National Representatives



Mr. Harry Martin
William Esty & Co.
New York City

Dear Harry:

Hit shore is a sight th' way folks 'round here is ajoinin' the New 580 Club. Hit usta be that oncy th' wimmen joined up with Miss 580 but nowadays th' men folks is ajoinin', too. 'Bout all I git done anymores is ter carry that doggoned mail bag full o' WCHS 580 Club letters. An' that's not all, nosirree, not by a jug full! I hav'ta git rid o' th' envelopes atterwards! Yessir, ole WCHS is really on th' beam with th' new club! Drap in some time!

Yrs.
Algy

WCHS
Charleston, W. Va.

A PAYING PROPOSITION

KLZ
DENVER
Ask the Katz Agency
CBS
560 kc.

Commercial

CARL OWEN, member of staff for past eight years, has been appointed assistant commercial manager of the WCAU Philadelphia stations. **ALEX ROSENMAN**, WCAU and WCAU-TV commercial manager, said that Mr. Owen will assist in administrative matters of AM and TV, while **JAMES F. COYLE**, assistant commercial manager since 1943, will concentrate his activities in sales of both media. Mr. Owen, in the radio field for over 26 years, was formerly program director of KGA Spokane and KUJ Walla Walla, Wash., and served in an executive capacity with WXYZ Detroit and the Michigan State Network.

JOHN BLAIR & Co. has been appointed exclusive national representative for KWFT Wichita Falls, Tex., and KEPO El Paso, effective April 1.

JANET A. MURPHY has joined **Robert Meeker Assoc.**, station representative, as New York office manager. Miss Murphy was formerly administrative assistant to national sales manager of Fort Industry Co.

EDWARD L. TERRY, formerly general manager of KSGN Sanger, Calif., has joined KSBW Salinas, Calif., as business manager.

CKTS Sherbrooke, Que., has appointed **J. A. Hardy & Co.**, Montreal and Toronto, as its Canadian representative.

JOHN B. SOELL, former WJZ New York and KXOK St. Louis account executive, has joined WMCA New York, in same capacity.

KEITH TYE, formerly with sales department of KTEM Temple, Tex., has been named assistant sales manager of KVER Albuquerque, N. M.

JAMES H. McKNIGHT, formerly manager of WKOB North Adams, Mass., has been appointed commercial manager of WMAW Milwaukee, Wis.

WILLIAM T. O'CONNOR has joined WNAV AM & FM Annapolis, Md., as sales manager.

BILL GRANFIELD, formerly of KYA San Francisco, and **JERRY DeSAXE**, formerly of Century Display, Chicago, are new salesmen with KLX Oakland, Calif.

BILL HUNEFELD, of KLX Oakland sales staff has been named head of station's newly established San Francisco sales office. New office is located in Monadnock Bldg.

VINCENT FRANCIS, sales manager of KGO and ABC San Francisco, is the father of a boy.

OLLIE CARPENTER, sales manager at WPTF Raleigh, is in Rex Hospital following a heart seizure.

GEORGE CRUMBLY, traffic manager of WSB Atlanta, and **LEE MORRIS**, music librarian, have received their A. B. degrees from Emory U.

Dorothy Byrne Akers

MRS. DOROTHY BYRNE AKERS, 31, secretary to H. Leslie Atlass, general manager of WBBM Chicago and vice president in charge of the CBS Central Division, died last Monday from a heart attack. She had worked at WBBM-CBS 12 years. Survivors include her husband, Arthur; mother, Mrs. Muriel Byrne, and sister, Rosemary.

SHELDON PETERSON (r), news and special events director for KLZ Denver, accepts an "award of merit" from Walden E. Sweet of the Denver Press Club. Mr. Peterson won press club recognition for "outstanding radio newscast" of year, a telephonic recording relative to a murder case.

News

ROBERT J. O'CONNOR, news writer and editor at WOR New York, has been appointed director of sports for WOR-TV, scheduled to go on the air this summer on Channel 9.

JACK VAN COEVERING, editor and commentator on *Woods and Waters* on WXYZ-TV Detroit, has been awarded an honorary life membership in the Izaak Walton League for his work in calling attention to pollution of Michigan's lakes and streams. His pictures of wild life are telecast on the Wednesday evening program. Mr. Van Coevering is wild life editor of the Detroit *Free Press*.

EDWIN H. ADAMS, director of radio for U. of Washington, has been appointed chairman of radio and press committee for newly-formed Seattle chapter of Keep Washington Green, statewide organization for prevention of forest fires.

NABET LOSES

Petition Denied at WPTF

EFFORTS of the National Assn. of Broadcast Engineers and Technicians to have turntable operators included as a bargaining unit with engineers and technicians at WPTF Raleigh, N. C., have failed.

The National Labor Relations Board last Thursday vacated an order it issued Dec. 24, 1948, staying an election to determine whether the engineers and technicians wished to be represented by NABET. The stay order had been issued, on request of NABET, after NLRB on Dec. 15, 1948, directed that such an election be held and excluded turntable operators from the bargaining unit.

NLRB's latest order, besides reversing the Dec. 24 action, denies NABET's petition for reconsideration of the Dec. 15 order and directs that the election be held within 30 days.

NLRB ruled that the turntable operators at WPTF "do not have sufficient interests in common with the radio engineers and technicians to be included with them in a single bargaining unit."

The NLRB order pointed out that the turntable operators do not perform any technical or engineering duties, that they are included in WPTF's program department and that, in addition to operating turntables, they do other work in the department.

NABET had contended that there is "functional coherence" between the turntable operators and the engineers and technicians.

NABET also had argued that it has been the practice in the industry to group turntable operators with engineers for purposes of collective bargaining. But, said NLRB, "there is no evidence in the record developed at the hearing nor has the petitioner [NABET] in support of its motion for reconsideration submitted any evidence to buttress its contention that such historical practice exists in the industry . . . the record reveals that the turntable operators have been specifically excluded from the bargaining unit represented by the petitioner in the previous contracts negotiated by the petitioner with the employer [WPTF]."

TWO MORE FM stations have gone on the air in eastern Canada, according to a report from Radio Branch, Dept. of Transport, Ottowa. CHNS-FM Halifax is now operating with 250 w on 96.1 mc, and CJCB-FM Sydney with 250 w on 94.9 mc.

FOR COVERAGE

—Over a million people in 79 counties of Georgia, South Carolina and Florida.

—3½ times more people than any other station in this market.

—A $557,206,000 retail sales area.

It's 630

in Savannah WSAV

630 kc.
5,000 watts
Full Time

Represented by Hollingbery

BILL BRENNAN

Named to New CBS Post

Mr. Brennan

BILL BRENNAN, sales service manager of CBS Hollywood, has been named head of transcontinental sales on Pacific Coast. He replaces Frank Oxarart, resigned [BROADCASTING, March 7]. In making this announcement, D. W. Thornburgh, western vice president, said that no appointment to sales service post will be made at present.

Mr. Brennan has served as sales service manager since November 1948 and previously had been an assistant producer with the network. He first joined CBS in 1946 as continuity editor. He is a graduate of USC and served with the Coast Guard for three years during the war.

PROETZ AWARD

Five Judges Are Announced

JUDGES for the fifth annual Erma Proetz Award, sponsored by the Women's Advertising Club of St. Louis, have been announced by Mrs. Elmer C. McCaddon, chairman. Awards will be made May 13 at a dinner in conjunction with the St. Louis Exhibit of Advertising at Stix, Baer & Fuller, St. Louis.

The five judges are:

Frederick W. Boulton, vice president, J. Walter Thompson Co.; Leo Burnett, president, Leo Burnett Co; Wilbur Smart, vice president and art director, D'Arcy Advertising Co.; E. F. Hascall Jr., vice president, Henri, Hurst & McDonald, and Budd Gore, advertising manager, Marshall Field & Co.

Awards, consisting of $100 each for the first three winners, are to be given for the most outstanding creative advertising work in art, research, radio, copy, television, or other fields, produced by women from March 31, 1948, to April 1, 1949. Competition is open to any woman in the U. S., Canada, Mexico or Cuba. Deadline for the contest is April 10. Inquires should be addressed to Mrs. McCaddon, 3510 Olive St., St. Louis.

CAPT. BOB KEIM, member of Air Force radio staff since August 1945, has been appointed acting chief of radio-TV branch of Air Force Directorate of Public Relations. He has been assigned this position during convalscence of **COL. HOWARD L. NUSSBAUM**, who was seriously injured in a plane crash in January [BROADCASTING, Jan. 31, Feb. 28], Capt. Keim had been Col. Nussbaum's assistant for past six months.

GEORGE W. SLADE has resigned as assistant director of the Lowell Institute cooperative broadcasting council, Boston. Mr. Slade plans to fulfill the requirements for a graduate degree at Boston U. in June on television and education.

Equipment

TELEVISION ASSOCIATES INC., Chicago, has announced its new T. A. Continuous Film Reel. Reel is metal case 6 by 7 inches housing a device which permits continuous projection of any 16mm film from 3 feet to 125 feet when spliced into a continuous loop. There is no rewinding.

EMERSON RADIO & Phonograph Corp., New York, and its subsidiaries, have reported consolidated net profit, after taxes, of $808,845.06 for the 13-week period ended Jan. 29, 1949, equal to $1.01 per share on 800,000 shares outstanding.

PATT TO WCBS

Leaves WMGM After 10 Years

ROBERT PATT, for the past 10 years director of advertising and sales promotion at WMGM New York, has been appointed director of advertising and sales promotion for WCBS New York, G. Richard Swift announced last Wednesday.

Mr. Patt replaces Jules Dundes who has resigned to become director of sales and sales promotion at KQW San Francisco [BROADCASTING, March 14].

Before joining WMGM, Mr. Patt was sales promotion manager for Free & Peters Inc., New York, and assistant radio director for Campbell-Ewald Co., Detroit.

CURRENT TRENDS and highlights of agriculture are being discussed the last Monday of each month by members of the *Prairie Farmer*-WLS Chicago staff as part of a comprehensive study.

Allied Arts

BILL BACK, chief of test division of Schwerin Research Corp., New York, is the father of a girl, Patricia Ann.

RCA Tube Dept., Harrison, N. J., announces new Regulated Power Supply, WP-23A. Of particular importance to designers and manufacturers of electronic circuits and devices, it supplies a DC voltage continuously adjustable from 0 to 300 volts and remains constant regardless of line-voltage fluctuations and varying load currents encountered in development work.

Television

FLAMINGO FILMS, which will produce and distribute films for television and produce live TV shows, has been formed with offices at 538 Fifth Ave., New York. Officers of new firm include; **JOSEPH HARRIS**, former chairman of Realart Pictures, New York, chairman; **JAMES HARRIS**, president; **SY WEINTRAUB**, vice president in charge of television, and **DAVID WOLPER**, secretary-treasurer.

SANDY HOWARD PRODUCTIONS, firm for production of films for television, has been organized by **SANDY HOWARD**, former writer, associate and producer-director at United Productions Inc. **RONALD L. BISCOW**, former vice president in charge of sales for World Enterprise Film Studios, Hollywood, is sales manager of firm. Offices are at 234 W. 44th St., New York.

HENRY MORLEY, Dynamic Films, New York, executive, has been appointed co-chairman of National Television Film Council production committee. Mr. Morley will handle activities of the committee during illness of **JACK GLENN**, committee chairman and president of the Screen Directors Guild.

AGENCIES • ADVERTISERS • STATIONS

Available In Quantity

1949 RADIO-TV MAP

DESIGNED FOR PLANNING - SELLING

● This attractive three color quality map shows AM-TV stations in United States, its possessions, and Canada—by city, county, state, territory, province . . . time zones.

● You'll use these maps all year round to demonstrate coverage . . . plot network and national spot campaigns . . . for translating complex problems into simplified sales pictures.

YOUR 1949 RADIO-TV-PICTURE - 25" x 35"

● Excellent for presentations - - visualizing markets - - charting sales territories, costs and volume - - ready reference at a glance.

60¢ PER MAP 25"x35"

50¢ each 10 or more

40¢ each 50 or more

ORDER YOUR MAPS TODAY!

BROADCASTING • Telecasting
National Press Building
Washington 4, D. C.

Please send .... 1949 Radio-TV Maps. $ .... enclosed. (Check or money order, please. At these reduced prices we cannot bill for less than 10 maps—$5.00)

NAME ______________________

FIRM ______________________

ADDRESS ______________________

CITY ______________________ *ZONE* ________

STATE ______________________

Serving

Fort Worth AND Dallas, the South's richest single radio market.

WBAP
THE STAR-TELEGRAM STATION

AM - FM - TV

FREE & PETERS, Inc.,
National Representatives

FIRE AWARDS

28 Stations Nominated

TWENTY-EIGHT stations have been nominated for the three Gold Medals awarded annually by the Natl. Board of Fire Underwriters for outstanding public service in fire prevention.

The stations nominated, along with 46 daily and weekly newspapers, are:

KONG Alameda, Calif.; KNBC San Francisco; KWG Stockton, Calif.; WBRY Waterbury, Conn.; WJAX Jacksonville, Fla.; WTYS Marianna, Fla.; WQXI Atlanta; KLIX Twin Falls, Idaho; WEOA Evansville, Ind.; WOWO Fort Wayne; KFH Wichita, Kan.; WAVE Louisville; WWL New Orleans; WLAM Lewiston, Me.; WJEF Grand Rapids, Mich.; WEBR Buffalo, N. Y.; WNEW New York City; WFNC Fayetteville, N. C.; KDIX Dickinson, N. D.; WING Dayton; KWON Bartlesville, Okla.; KOOS Coos Bay, Ore.; WIP Philadelphia; WISL Shamokin, Pa.; KELO Sioux Falls, S. D.; WATO Oak Ridge, Tenn.; WTAR Norfolk; WAUX Waukesha, Wis.

'LAFFING ARTS'

NLF to Honor Aces, Berle

1949 "Comedy World" awards for each of the seven "laffing arts" will be presented Thursday by the National Laugh Foundation. Awards will be made at the fourth annual Gagwriters Convention, to be held at New York's Park Sheraton Hotel March 31. Convention is sponsored by the NLF to launch National Laugh Week.

An award will go to Goodman and Jane Ace for their *mr. ace and JANE* radio show. Milton Berle, "comedian-of-the-year," will receive a special citation for his Texaco television program. Another will be presented to Dean Martin and Jerry Lewis, new comedy discoveries. Other fields cited for awards are stage, film, literature, music, art and dancing. Jimmy Durante, radio comedian, is honorary chairman.

U. OF WICHITA

Turns Down UAPRE Bid

U. OF WICHITA has turned down invitation of the University Assn. for Professional Radio Education to become a charter member of the organization, according to an open letter to Prof. Tom D. Rishworth, U. of Texas, association secretary. The letter was sent by Dr. F. L. Whan, chairman of the university's radio committee. U. of Wichita has long opposed the idea of "accrediting organizations" for individual departments or activities of a university, Dr. Whan wrote, believing accrediting should be on an institutional basis.

He explained that the university agrees with UAPRE's basic purpose as well as the intent to improve standards. U. of Wichita also joins NAB in its fight for better training of students seeking radio careers but opposes the accrediting agency idea.

Production

GEORGE CREAMER, formerly program manager of WINX Washington, has joined WBZ Boston as supervisor of AM and FM programs. Mr. Creamer will have charge of development of new program ideas and general supervision of program personnel. Prior to joining WINX he did freelance directing in New York, and previous to that he was a producer-director at NBC.

Mr. Creamer

JOE BOLLES has been appointed program director of WKRC-TV Cincinnati, which is scheduled to start commercial telecasts on April 4.

KEN TREDWELL, assistant program director at WBT Charolette, N. C., is the father of a boy, Steven.

RICHARD J. GOGGIN, ABC-TV's Western Division program manager, will conduct a course at U. of California at Los Angeles on "Introduction to Television," starting with the fall term.

RAY SINCLAIR, formerly with WNJC Jacksonville, N. C., has joined announcing staff of WNAV Annapolis, Md.

GLEN KING, disc jockey at KLX Oakland, is the father of a boy.

BEVERLY SCOBLE has been promoted to traffic supervisor of KROW Oakland, Calif. **PAULINE LANDON,** sales promotion secretary, has been named assistant to accounting department head, **MARGARET HENDERSON.**

GLORIA MARKOFF, formerly radio copywriter with Joseph Magnin department store, San Francisco, joins KLX Oakland as traffic manager.

PAUL MASTERSON joins KNX Los Angeles as replacement for station announcers on vacation.

Atlanta's 'Best Beau'

DON BARBER, m.c. of WAGA Atlanta evening record show, *Sleepy Time Pal*, has been elected "Best Beau" by more than 300 young women in the Atlanta council of Beta Sigma Phi, international business sorority. His first official duty was to present Celestine Smith of Atlanta, who was chosen sorority's international Valentine queen by Movie Actor Larry Parks, to Atlanta members at a Valentine ball. He also will officiate at a ball climaxing the sorority's state convention to be held in Atlanta in early April.

EDGAR C. PIERCE and **FRANK J. La RUE** join KFI-TV Los Angeles as stage manager and make-up artist, respectively. Mr. Pierce was formerly with WDGY and KSTP both Minneapolis; Mr. La Rue was a make-up artist with Universal-International Studios.

BILL STULLA, m.c. of KFI and KFI-TV Los Angeles *Ladies' Day*, is the father of a girl, Kathryn Louise.

LEE ARMENTROUT, formerly of the WBBM Chicago continuity department, has joined WBKB (TV) Chicago, as continuity editor.

MARY BARBER, food authority and formerly with Kellogg Co., has signed to do series of weekly talks for A. B. Stoves, Battle Creek, Mich., on WBCK Battle Creek.

MACKIE QUAVE, chief announcer at WIS Columbia, S. C., is the father of a girl, Donna Kathleen.

HAL O'HALLORAN, formerly with WLS Chicago where he was featured announcer handling, in particular, the m. c. job on *WLS National Barn Dance* program, has joined CKLW Detroit, where he will emcee its *Dawn Patrol* program.

JIMMY BLAIR, producer at WOIC (TV) Washington, is the father of a boy.

BILL BENNETT, formerly with WDOS Oneonta, N. Y., has joined announcing staff of WPTR Albany, N. Y.

LYLE MORSE, KFAB Omaha staff writer and Omaha U. senior, has been appointed to the college board of *Mademoiselle* magazine for her third year.

TONY RIZZO has been promoted to director at WENR-TV Chicago. Other promotions include: **JOHN FITZPATRICK,** assistant production manager; **RICHARD ORTNER** and **RICHARD WYATT,** program assistants.

LANSING B. LINDQUIST, program director of WOL Washington, has been appointed to faculty of Washington's American U. Mr. Lindquist conducts a weekly seminar and lecture on station management and administration.

GEORGE STONE, NBC Chicago announcer, injured in an automobile accident a fortnight ago [BROADCASTING, March 14], has returned to his home after 10 days hospitalization.

BUD O'CONNOR has joined WGKV Charleston, W. Va., announcing staff. Mr. O'Connor was formerly with WBLK and WHAR Clarksburg, W. Va., and WVTM Manila, while serving with the Air Corps.

WTHI Terre Haute, Ind., played host to Charleston, Ill., neighbors by broadcasting the Eastern State Teachers-Beloit College of Wisconsin game in the NIAB tournament on March 13. WTHI carried on-the-scene broadcasts of Indiana State's games during the contest.

PHILCO STOCK

Short Sales Off on March 15

SHORT interests in Philco Corp. stock were cut almost in half March 15 over Feb. 15, according to the monthly compilation of the New York Stock Exchange. On March 15, the Philco short interest held by exchange member firms was 5,668 shares. On Feb. 15, it was 10,669.

Short interests are reported to the exchange monthly, indicating the number of loaned shares outstanding to cover short sales. Total short interest as of March 15 was 1,343,759 shares, compared with 1,220,286 on Feb. 15. The Exchange listed 79 issues in which a short interest of 5,000 or more shares existed or in which a change in the short position of 2,000 or more shares occurred during the month.

Among the stocks so listed:

	Short Interest 3/15/49	Short Interest 2/15/49	Shares 3/15/49
Admiral	7,778	6,230	1,000,000
AT&T	4,367	9,996	23,573,330
Avco Mfg Corp.	20,100	23,610	6,618,319
Farnsworth	31,468	33,873	1,680,568
IT&T Corp. Dom. Sh's	10,615	11,115	5,475,391
Magnavox	12,996	4,033	659,899
Philco	5,668	10,669	1,709,980
RCA	24,155	20,660	13,857,111

WSTS TO 1 KW

Remains on 990 kc

WSTS Southern Pines, N. C., increased its power to 1 kw March 13. Station had been a 250 w outlet since it first took the air in August 1947.

Owned and operated by the Sandhills Broadcasting Co., WSTS operates on 990 kc. Frank L. Baber is president and J. C. Cole is station manager.

In addition to the power increase, the station has recently remodeled its studios and has inaugurated a new daily program aimed at the wider coverage area. Titled *Going Forward With the Sandhills*, the 10-week series salutes one community in the area each day.

KULA HONOLULU

Announces Staff Changes

KULA, 10 w Honolulu ABC outlet, has announced enlargement and realignment of its staff. Among executive appointments are these:

Ernest Beattie, chief of traffic and tape recording, formerly of KOPR Butte, Mont.; Jim Walker, chief of continuity, previously in same post at KUTA Salt Lake City, and Dick Smith, transmitter chief engineer, formerly of KYUM Yuma, Ariz. Marion Sexton takes over as sales manager, transferring from KPOA Honolulu.

Other appointments: Jessie Babin, secretary to Jack Burnett, general manager; Bill Daniels, announcer; Irving Phillips and Jack Fearnhead, salesmen, and Mrs. Don Creed, editor of KULA's *Housewives' Hit Parade*.

A Continuing Study of Major Radio Markets

Study No. 12

New Orleans

Wesson Oil

Wembley Ties

BLUE PLATE FOODS

TABASCO

ASBESTONE

LOUISIANA POWER & LIGHT COMPANY

These Famous Names Use

ADVERTISING

by

FITZGERALD

to Speed their Sales

FITZGERALD ADVERTISING AGENCY
Southern Building, New Orleans, La.

Godchaux Sugars

Valmy GARMENTS

PAN-AM GASOLINES

JAX BEER

Vaccaro Line

VALVOLINE MOTOR OIL

SNOWDRIFT

RADIO STATION WWL

WATER MAID RICE

ALAGA SYRUPS

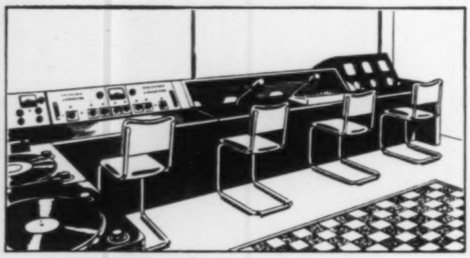
WDSU TV

CHANNEL 6 **NEW ORLEANS** 30,800 WATTS

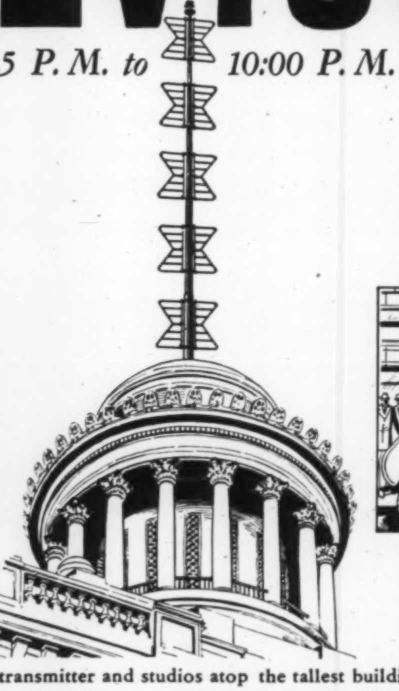
brings a new world
of entertainment to New Orleans

TELEVISION

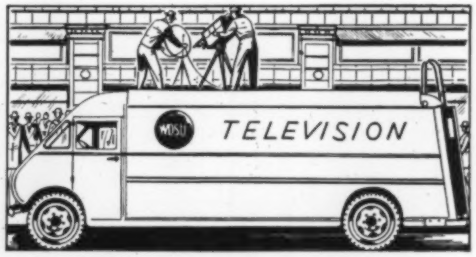
every night 6:45 P. M. to 10:00 P. M. except Monday



WDSU—The station with the most facilities to present New Orleans, the birthplace of showmanship.



TV transmitter and studios atop the tallest building in the Deep South— the Hibernia Bank Building.



WDSU — First with the most in New Orleans — this mobile television unit picks up "on the spot" telecasts.

WDSU

AM — 1280 KC — 5000 watts *Studios atop the Monteleone Hotel*
TV—Channel 6—First and only station in New Orleans
FM—287 KC—15,000 watts (licensed 155,000 watts)

CHANNEL 6
WDSU TV
NEW ORLEANS

American Broadcasting Co. Affiliate
National Broadcasting Co.—Du Mont—WPIX Television Affiliate
Affiliated with the New Orleans Item

THE New Orleans RADIO MARKET

Twelfth of a Series

By J. FRANK BEATTY

NEW ORLEANS boasts smugly of its romantic past, speaks proudly of its prosperous present but goes into sheer ecstasy when it projects current growth and physical plant into the future.

Few bother to question the historic tales of New Orleans' loves and troubles. Hundreds of books have been written about the amours of its swashbuckling forebears and the antics of its political regimes.

Curiously, and unfairly, the penners of these animated phrases forget or neglect to mention that up to the Civil War New Orleans was the nation's first port; that it now is the second largest port, and that it is in hot pursuit of the No. 1 rank enjoyed by New York.

New Orleans, to the literary and art cults, is a city of spicy Creole cooking, wrought-iron balconies and quaint old buildings all concealed behind a laughing mask.

Remove the mask and you'll find a mercenary glint. For the Mardi Gras, besides ranking as "the world's greatest free show," is an important part of the city's economy, just as its Sugar Bowl football game, an ABC network exclusive, is more than a mere matching of the running and passing prowess of schoolboy athletes.

When the eloquence of the fiction and article writers is wrung out there remains commercial New Orleans, an incredibly fast-growing city whose surging lifeblood is nurtured by the heart of the nation—the Mississippi Valley. There remains, too, a radio market influencing the spending habits of 660,000 people who earn $850 million a year.

Modern Port Facilities Enhance City's Economy

Any faithful recounting of the modern New Orleans must be based on the premise that the city's economy—some 70% of it—is centered around the 17 miles of completely modern port facilities. For New Orleans worships the Father of Waters as the provider of its blessings. Thus blessed, it is utilizing its talents in the biblical tradition, multiplying them tenfold and even a hundredfold.

The visitor to New Orleans might as well leave his compass at home. This riverside metropolis is a geographical flipflop. The map shows it to be situated east of the river, but the early riser who gazes eastward at the morning sun's reflection on the winding stream is likely to wonder if he has partaken too bountifully of the city's enchanting and readily available night life.

For East is West and North is South in New Orleans. Standing not far from the foot of Canal St.—it's 171 feet wide—the startled visitor is told that the Mississippi is flowing northward.

The explanation lies in the pretzel pattern of Old Man River, giving rise to the "Crescent City" label. The general direction, of course, is southward. Due to a complete reversal of course in the New Orleans area, the city lies generally westward of the temporarily northbound river.

New Orleans is a good radio city. Its stations, doing over $2 million annual business, are expertly managed. Competition is intense, especially with the arrival of several independents since the war, and this has served to unearth new clients.

The eight AM stations augment their service with five FM signals but the FM outlets are far from self-supporting since most of the time they duplicate AM programs.

The Advent of Video To New Orleans

Television came to New Orleans last December, and it received a warm reception. Young Edgar B. Stern Jr., president of WDSU, directs operation of WDSU-TV, located atop the Hibernia Bank Bldg. Two studios are available there, and transmitter facilities were ingeniously installed in a roof-top edifice adjoining the antenna. Mr. Stern is an electronics engineer.

As of mid-February there were some 3,000 TV sets operating in New Orleans and of course the figure is rising every day. The city lacks coaxial cable networking but the kinescope film service is described as highly satisfactory.

Maison-Blanche store (WSMB) and WTPS hold television grants but have not yet announced plans to go on the air.

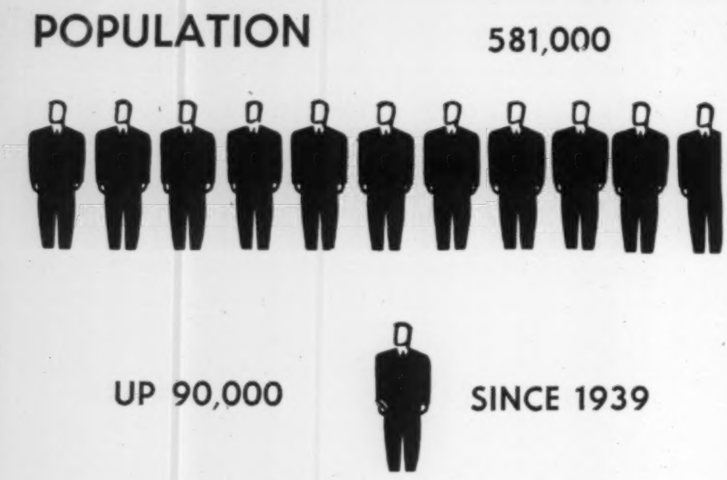
The AM programming, with its appeal to special audiences, includes many examples of noteworthy public service. Commercially, the stations are cordially received in the 155,170 radio homes (88.3% of all homes), and broadcasting shares with newspapers the first and second spots in the local advertising sphere. Retailers have been using the air medium more actively in recent years as station competition has been accompanied by intensified radio sales activity.

Five of the stations have their studios in the five leading hotels. WSMB is housed in the Maison-Blanche building, the store being half-owner. WTPS has a unique and elaborate studio setup in a modernized library building.

A score of efficient advertising agencies handle a substantial share of the $2 million in radio time placed on New Orleans stations. Their media buying is concentrated for the most part on radio and newspapers, with white space getting a rather heavy share of the advertising placed for retail stores.

Fitzgerald Adv. Agency, handling a list of important local and national accounts, is working on extensive radio plans for Jax beer

(Continued on New Orleans 4)



New Orleans

(Continued from New Orleans 3)

(Jackson Brewing Co.), an account it has just acquired. Jax has always been radio-minded. Blue Plate Foods Inc., New Orleans, markets two score products and has used serials and spots. The firm likely will use more radio soon. H. J. Hills Stores buys announcements and Sunday television.

Maison Blanche, big department store, places TV through Fitzgerald but handles other radio direct. Wesson Oil & Snowdrift Sales Co. is on NBC in the Pacific states with *Noah Webster Says* and has a local program on WWL, *A Day in the Life of Mrs. Pierre Broussard of New Orleans*. The agency has bought time for Greater New Orleans Inc., local promotion group.

Howcott Sees AM and Video Each Appealing to Audience

President of the Fitzgerald agency is Leonard Gessner. Roy Schwarz is partner in charge of copy, Harley B. Howcott is media director and Tom Newman heads radio production. Mr. Howcott sees TV and AM each appealing to the audience. People like to read and do other things around the house, he says, adding that they can't read and concentrate on television.

The local utility company, New Orleans Public Service Inc., uses institutional radio via the New Orleans Symphony Society, placing through Bauerlein Inc. Clark Salmon, with an interest in a New Orleans station applicant, is president of Bauerlein, with H. S. McGehee vice president.

The public service company buys spots for its lighting and transit services on at least three stations. Mr. McGehee said radio performed an important service during the February storm, warning of falling wires and handling other emergency announcements.

Night Club Uses Minute Recordings of Its Talent

Beverly Country Club, world-famed night club and dining place, uses minute recordings of club talent through Bauerlein. The famed Higgins Industries had a coast-to-coast hookup during the war. Yellow Cab buys time for special purposes.

American Brewing Co. (Regal) is another of the radio-minded breweries buying New Orleans time. Its agency is Walker Saussy, with Mr. Saussy president of the firm. Regal has a half-hour Frank Parker disc in Louisiana and Miami and places news, sports and music in Louisiana and along the Gulf Coast.

William B. Reily Co. sponsors *Old Corral* for Luzianne tea and coffee in the South and for another brand as far north as Frederick, Md., some 65 stations in all. Walker Saussy handles Gibbons Feeds, sponsoring music and farm talks from the state agricultural school on several Louisiana stations. Mr. Saussy started the agency in 1932. Alvin Camus is office manager.

Spot Series Boosts Sales of Dog Food

Robert Kottwitz agency places a successful spot series for Kam, dog food sold by National Packing Co., Greenville, Miss. Using spots as its principal means of advertising, the dog food rose to first place in New Orleans. The plant was forced to expand facilities but kept Kam on the air even during the period it was sold out. Kam has used television as well as sound radio.

American Coffee Co., a Kottwitz account, buys spots in New Orleans and Florence, S. C. Delta Life Insurance Co. is a local program and spot account. Burglass, large furniture retailer, is radio minded; Collord Motors (Dodge, Plymouth, Seiberling tires) is on four stations; Southern Heater Co. likes spots and television, and Gulf Bottlers plans a six-month campaign starting this month, all placing through Kottwitz.

William B. Wisdom Inc., head of the agency bearing his name, believes many TV set owners give video the first break when they turn the dial but can't see it ever replacing radio. He adds that he has 12 radios and one TV set in his home.

Tulane, LSU Football Sponsored by Coca Cola

One of the active local sponsors, Louisiana Coca Cola Bottling Co., sponsors Tulane and Louisiana State U. football games exclusively, and sometimes simultaneously, along with college basketball and the Pelicans baseball team. Other bottlers form a statewide football hookup.

Mr. Wisdom says coke consumption in the area is highest in the nation. Some years ago he built up Coca Cola business in the Chicago and Toledo areas by use of radio, having as many as 65 spots a day in Chicago alone.

Southern Music store, DuMont distributor, buys radio and television locally through the Wisdom agency.

Video to Get ¾ of Night Audience in Decade—Winius

Walter Winius, branch manager of Winius-Drescher-Brandon, with main office in St. Louis, figures that within a decade video will get perhaps three-fourths of the audience at night, where service is available, and perhaps half in the daytime.

The agency went into radio extensively for Jackson Brewing Co., having some 40 programs on as many stations, with TV included. An average of 10 programs a day was placed in New Orleans alone, including music, variety, sports and outdoor activities (salt water sports are open the year round).

Dixie Brewing Co. sponsors spots on five New Orleans stations and TV announcements on WDSU-TV, through Sewell Adv. Agency. The Sewell radio accounts include Foltz Tea & Coffee Co. (Zodiac, JB), placing in Gulf Coast states; Pailet & Penedo, jewelry manufacturer, and Union Savings & Loan Assn. Granville Sewell is owner, with Robert J. Caire and K. B. Thompson account executives, and Kenneth Franz media buyer. The agency has a number of industrial accounts.

Stone-Stephens has a list of radio accounts, including spots for Merchants Coffee Co. of New Orleans (Union coffee); transcribed and life announcements in New Orleans for LaNasa Baking Co.; participations for Dickey's potato chips; Commonwealth Homestead (building and loan); Baumer Food Products (Crystal preserves); Dixie Lumber Co.; Servi-Cycle distributors. Zetz Seven-Up Bottling Co. in association with Maison Blanche store sponsors fights and wrestling matches. Lawrence H. Stevens is executive vice president of the agency. Margot Burvant is media buyer.

City's Life Centers About the Mississippi

The radio activities of these firms are typical of the principal advertising agencies in the city.

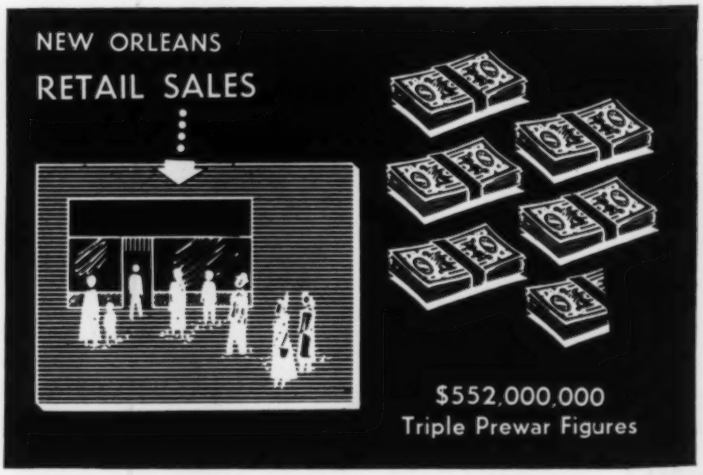
Every appraisal of the New Orleans scene, be it economic, electronic or romantic, must get around eventually to the curling Mississippi. Don't make the mistake of calling it the Lazy Mississippi—not if an Orleanian or a maritime man is within range. The river at this point is a swift, turbulent stream a half-mile wide and well over 100 feet deep but its flood hazards have been eliminated.

In fact, there's nothing lazy about New Orleans that the business-bent visitor is likely to detect in daylight hours. Contrary to popular conception, the New Orleans pace in store, agency, radio station or any other commercial place matches that of New York, Chicago and other American cities.

Though it boasts that it is the hub of the Deep South, the city lacks many Southern traits. Even the usual Southern drawl is relatively scarce, the average dialect more nearly resembling a mixture of Bostonian and Brooklynese.

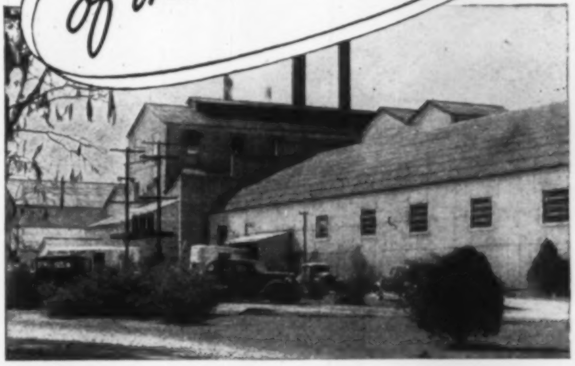
With an international heritage—five flags have flown here since its founding in 1718—New Orleans likes to be known as the International City rather than as part of the South. Most of its early inhabitants were Latin Catholics, especially French, Spanish and Italian. Their imprint remains in many phases of New Orleans life. Radio programming naturally is influenced by the history and habits

(Continued on New Orleans 6)

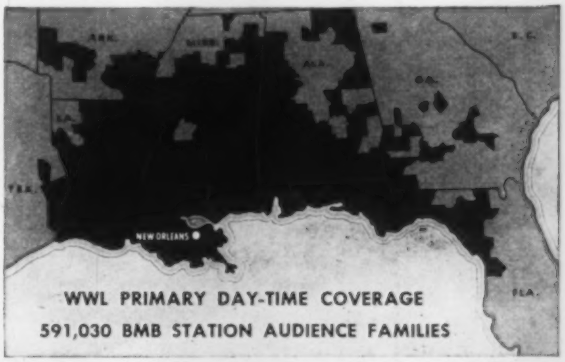


3 Beauties of the Deep South

1. HOUMAS HOUSE, Burnside, Louisiana—a manor house in the grand tradition. Once occupied by the wealthiest planter in America, it is rich in romantic history.



2. J. ARON SUGAR REFINERY, White Castle, La. In 1948, nearly 5½ million tons of sugar cane were produced in Louisiana, which also leads the nation in cane sugar refining. Another reason why WWL-land exceeds national average in increased income, buying power, general prosperity.



WWL PRIMARY DAY-TIME COVERAGE
591,030 BMB STATION AUDIENCE FAMILIES

3. WWL'S COVERAGE OF THE DEEP SOUTH
50,000 watts—high-power, affording advertisers low-cost dominance of this new-rich market.

Note: Coverage mapped by Broadcast Measurement Bureau. Some scattered counties, covered by WWL, are not shown.

The greatest selling power
in the South's greatest city

50,000 WATTS CLEAR CHANNEL CBS AFFILIATE

Represented nationally by The Katz Agency, Inc.

WWL
NEW ORLEANS
A DEPARTMENT OF LOYOLA UNIVERSITY

New Orleans

(Continued from New Orleans 4)

of the diversified audience.

Many of the programs have French characters and cater to the nearby Cajuns who engage in fishing, farming and trapping. The Cajuns have a patois all their own that defies recording on paper.

The city is an educational and cultural center. Tulane, Loyola and H. Sophie Newcomb College for Women rank high and along with Louisiana State U. provide famed medical centers. There are 1,092 churches, including St. Louis Cathedral, oldest in America.

Just to show its diversification, New Orleans is a center of classical music and the birthplace of jazz. Two symphonies and an opera association are supported by the populace. The jazz supply is supported partly by Orleanians but mostly by tourists. Perhaps two dozen havens of rhythm prosper in a few blocks along famed Bourbon St., though their musical appeal is supplemented by floor shows featuring dancers skilled in the nuances of primitive terpsichory.

The story of Dixieland jazz with its Louis Armstrong and other Basin St. impresarios traces back to African tribal dances, European classics and American folklore. Proud of its musical heritage, New Orleans is broad-minded and has adopted the more violent fulminations of the bebop cult without conceding it superiority in sound or rhythm to its own Dixie jazz.

Economic Gains Made During War Maintained

Fortunately for New Orleans, the war's need for transportation facilities brought just the recognition it long had desired and the war-wrought economic gains have been more than maintained. Similar stories can be told of the city's factories and other enterprises.

Living standards have reached a new high, and purchasing power is up 48% in the last decade despite inflation. Business activity was at an alltime high last year, dipping slightly at yearend with the national trend.

New Orleans' economic growth has been faster than that of most American cities. Here are some of the indicators that show the way the economic winds are drifting down by the Mississippi delta:

BANK DEBITS—Almost $8 billion in 1948, 12.7% over 1947 while the national average dropped 1.5%. This was nearly triple the 1939 total.

BANK CLEARINGS—Almost $6½ billion, up 8.5% over 1947 and triple the 1939 figure.

CONSTRUCTION—Building permits 136.3% over 1937 and nearly five times 1939 figure.

RETAIL SALES—$552 million, 6.3% over 1947 and triple prewar figure.

WHOLESALE SALES— $1½ billion, 9.4% over 1947 and triple prewar total.

POSTAL RECEIPTS—$5,812,568 in 1948, or 9.4% above 1947 and double 1939 level.

UTILITIES—New records for water electricity and gas consumed; 100,000 new telephones installed in last decade for total of 189,723.

POPULATION—City total of 581,000, up 90,000 or 18.3% since 1939; metropolitan total increased from 552,244 in 1940 to 666,000; growth in city population in 1948 was 2.1%.

LABOR FORCE—Numbered over 320,000 at end of 1948 compared to 240,000 in 1939, with two of every five persons working and only 16,000 unemployed as 1949 opened.

TOTAL INCOME—Increased from $287 million ($513 per person) in 1939 to $858 million ($1,335 per person) in 1948, 6.5% above 1947. Per capita income thus rose from well below to 10% above national average.

City a Natural Gateway For Midcontinent Area

New Orleans considers itself most fortunate in its geographical location about 100 miles from the mouth of the Mississippi. In this spot it is the natural gateway for the vast midcontinental area embracing 51% of the nation's people; producing 40% of U.S. factory products; mining 63% of its minerals; growing 56% of its crops and timber, and handling 42% of its retail sales. Moreover, it is the natural artery for Latin American trade.

Quite aware of this strategic situation, the area has deliberately set out to attain dominance in international trade. First, it has adopted, among others, the label "International City." Second, it has constructed vast wharf, loading and warehouse facilities. Third, it has coordinated all forms of transport. Fourth, and highly important to the whole picture, it operates a three-ply trade-getting setup that includes International House, International Trade Mart and International Free Trade Zone.

Foreign Trade Grows; Ships Dock Year Around

Having jumped in three years from fifth to second place in dollar value of its foreign trade, New Orleans boasts that it is "The First Port in Efficiency," and jumps at the chance to argue it out with anyone. Ships dock in all seasons, attracted by the 12 miles of covered wharves and other facilities.

The Army, New Orleans notes proudly, because of this efficiency ships 40% of its overseas cargo through the port, which has 51.4 miles of total harbor frontage on the Mississippi and 11 on the Industrial Canal and a 117-mile belt railroad.

Scores of shipping companies provide scheduled cargo and passenger sailings to all the world. Nine converging railroads provide comparatively low-rate service to the Midcontinent as well as the rest of the nation. Seven domestic and overseas airlines use the tremendous Moisant International Airport, described as the largest commercial field in the nation. An extensive highway system feeds into New Orleans.

Of special interest commercially is the fact that some 14,000 miles of inland waterways provide efficient and low-cost barge and other water-carrier service in all directions.

Canal Links Mississippi, Intra-Coastal Waterway

Heart of this extensive inland waterway system, New Orleans has constructed the Inner-Harbor Navigation Canal, or Industrial Canal as it is commonly known. Connecting the Mississippi and nearby Lake Pontchartrain—a saltwater annex of the Gulf of Mexico, the canal is the link between the Mississippi and its tributaries and the Intra-Coastal Canal from Trenton, N. J., to Brownsville, Tex.

Coordinating rail and water services, the inner-city belt railroad connects with river and intra-coastal barge terminals on the canal; with rail terminals, and with steamship lines. Through, all-water routes, barge-rail and, rail-barge-rail service are available with 40 states and in each case the rates are lower than the favorable all-rail rates.

The port facilities must be seen to be appreciated, and New Orleans sees to it that they are seen. A palatial 153-foot yacht, originally built in 1931 for William Fisher of the General Motors Fisher family, is used to give visitors a quick and thorough view of the harbor. Quite modestly, the port's Board of Commissioners reminds guests aboard the *Good Neighbor*, between demitasses, that it is the finest harbor inspection boat in the world.

City Awaits Building Of Channel to Gulf

The highly mechanized port has gadgets to handle everything from a bunch of bananas to a steam engine. The public grain elevator holds over 2½ million bushels and easily handles an annual 10-time turnover.

Unconcerned by seasons, the port's diversity in cargoes blends with its modern facilities to give the city a 1-to-1 import-export ratio that is the envy of other U.S. ports. And peeking contentedly into the future, the city awaits construction of a 70-mile deepwater channel to the Gulf that will eliminate hazards of navigating the delta's hairpin bends and spur its economic and commercial progress.

The port is thoroughly equipped with repair facilities capable of handling ships up to 18,000 tons. Several big refineries and terminals provide oil and coal while ships are loading and unloading.

Through Seatrain or freight-car carrying vessels provide service between New Orleans and Havana.

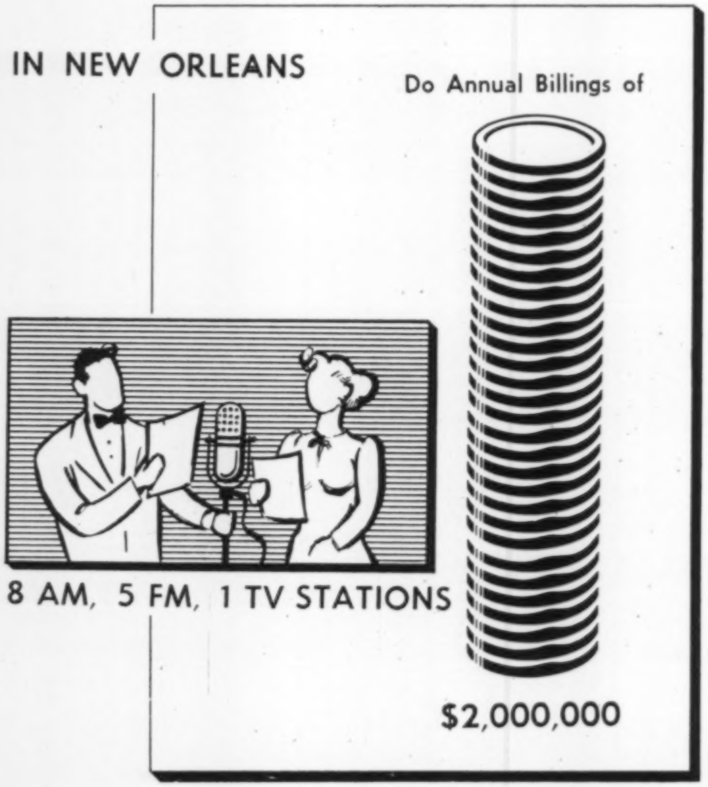
Major banks in New Orleans provide foreign trade departments and necessary financial services for the international business and 34 countries maintain consular representation. Busy commodity markets for grain, coffee, cotton, sugar, rice and other products influence the flow of tonnage.

International House Businessmen's Rendezvous

The three-ply International House-Trade Mart-Free Port service provides combined facilities that draw important business to the city.

International House offers a place where businessmen from all

(Continued on New Orleans 8)



IT'S 'EZ TO REMEMBER . . .

WWEZ New Orleans

NOW FULL TIME!

5000 Watts — 690 KC

WWEZ

HOTEL NEW ORLEANS, New Orleans

Also Operating **KSKY—Dallas**
KGHI—Little Rock

Ask a
Geo. Hollingberry Man

New Orleans

(Continued from New Orleans 6)

countries can meet. It was formed by valley business, civic and educational leaders to stimulate growth of trade, travel and cultural interchange. Operated on a non-profit, non-trading basis, it is housed in a 10-story building providing secretarial, library and other services along with complete club facilities—all helping the businessman from abroad transact business in this country.

Supporting this good-neighbor project is the ultra-modern International Trade Mart, a few steps away and also in the heart of New Orleans. The mart, too, is non-profit. It is a wholesale trading center where raw materials and manufactured products are attractively displayed along indoor streets. Here buyers and sellers meet, buyers to see what people of the U. S. and other nations have to sell, and sellers to display their wares without expense of warehouse stocks.

The International Free Trade Zone is a segregated port area with a half-million feet of storage space, cargo-handling machinery as well as a long parallel wharf where ocean-going ships may berth right beside railroad tracks.

It is a customs-free fenced-off spot where products from abroad may be stored, examined, processed and otherwise manipulated without paying any import duties. These goods can be held, or processed under customs immunity, and then transshipped at the convenience of the importer. The free zone has low fire insurance rates and provides another stimulus to foreign trade.

City Feels Well Protected Against Business Letdown

New Orleans contemplates its geographical advantages, industrial plant, port facilities and nearby agriculture with satisfaction as first fears of a business letdown are voiced in other major cities.

The economical balance—1-to-1 export-import ratio, extensive oil and gas resources, growing industry, expanding agriculture and heavy reliance on distribution enterprises—is considered quite depression proof, relatively speaking. Distribution declines, for example, are expected to lag possibly 18 months behind industry. Farmer suffering would be minimized by parity support.

Mortgage money people, Orleanians remind, are generally bullish on the whole region in their land valuations.

The area sits on one of the world's great fuel bins—a 200-year supply of gas plus off-shore oil resources surpassing the fondest dreams. Even today, local oil men say, Louisiana is the nation's No. 1 petroleum state.

Agriculture is thriving in many parts of Louisiana, especially the Delta area to the south where for centuries the persistent Mississippi has been depositing the finest topsoils of the Midcontinent. With a semi-tropical climate four vegetable crops are harvested every year. The sugar, rice, corn, cotton, strawberry and sweet potato crops are heavy. Citrus fruit growing is just starting to assume importance. Livestock raising is expanding. The fur business is noteworthy, Louisiana supplying three times as many pelts as Canada and Alaska, and the lumber industry is developing speedily.

The cane crop is processed in nearby refineries, including the world's largest—American Sugar Refining Co. Half the industrial alcohol in the nation is distilled around New Orleans. Four out of every five washable men's suits come from the city and Wembly Inc. is the world's largest necktie manufacturer.

Other big industries in New Orleans, all making essential products, include American Radiator & Sanitary Mfg. Co., which is converting the wartime Consolidated Vultee airplane plant to manufacture vitreous china and will have a $5 million annual payroll; Celotex, Johns-Manville and Lone Star Cement Corp., among others, in the building supply field; Chase Bag Co., Higgins Industries and Jones & Laughlin Steel Corp., International Harvester (twine) and Penick & Ford to name a few more.

1,000 Industrial Firms Have $147 Million Payroll

In all, over 1,000 industrial firms employ over 60,000 persons and have a payroll of $147,600,000—212½% increase in employes and 637% in payrolls since 1939.

Like other cities New Orleans has weather and politics—and both in abundance. The weather is its pride and joy. The politics—well, the time has passed when Orleanians let their heads drop silently when the subject is mentioned.

Year round the weather is delightful, the Association of Commerce boasts. This claim is supported by Weather Bureau statistics and by the confirmation of transplanted northerners who wouldn't live anywhere else.

The political situation has changed violently since Mayor de Lesseps Story (Chep) Morrison took office in 1946. America's youngest mayor, he has partly bleached the nation's oldest Red Light district in the French quarter and has launched a tremendous program of public works. This program includes a union station, traffic facilities, recreation centers and similar projects.

The Negro audience, important in New Orleans, is widely misunderstood in the North. Negroes comprise less than a third of the populace — perhaps even smaller than that of Washington, D. C.—but this group of 165,000 has developed impressive earning power.

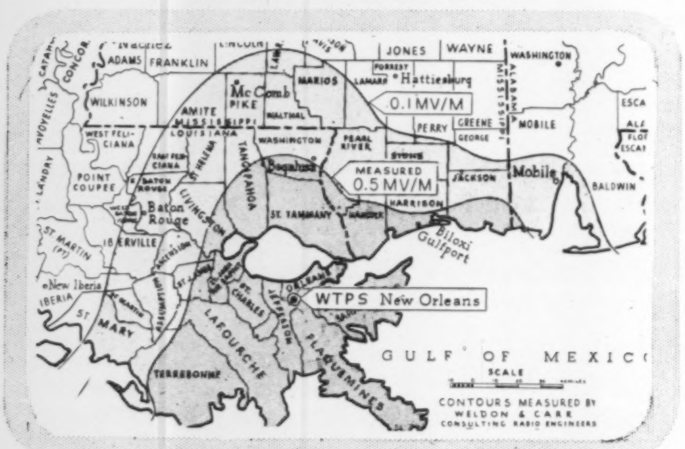
The 165,000 Negroes have 75,000 earning units. Even maids get $16 to $20 a week and in the building trades the wages run around $1.25 an hour. If they can't find a job, they receive unemployment insurance but the high rate of compensation hasn't resulted in an army of unemployed siphoners of the public purse.

Eight percent of Negroes own their homes. They spend 27% of their income for food and have a total buying power estimated as high as $2½ million a week. Moreover, they buy for cash. Sixteen insurance companies do a business of $6 million a year. Two colleges, Dillard and Xavier, serve the Negro population along with 45 public schools and 552 teachers, and 475 churches.

940 KC **WTPS** 1000 WATTS DAYTIME

THE TIMES-PICAYUNE STATES STATION

Serving Over a Million and a Half Listeners in the South's Greatest Market



MARKET DATA

	0.5 MV/M	0.5-0.1 MV/M	TOTAL
Population	924,820	648,376	1,573,196
Families	251,480	177,270	428,750
Radio Families	211,745	149,263	361,008
Retail Sales	$681,202,000	$396,433,000	$1,077,635,000
Food Sales	$148,711,000	$101,839,000	$250,550,000
General Merchandise	$92,619,000	$53,207,000	$145,826,000
Drug Sales	$26,558,000	$15,401,000	$41,959,000
Effective Buying Income	$1,026,170,000	$596,077,000	$1,622,247,000

SOURCE: POPULATION SALES BUYING INCOME Sales Management Survey of Buying Power, May 10, 1948

NATIONAL REPRESENTATIVES: THE WALKER CO.

Surveys of Other

MAJOR

Radio Markets

Are Underway

Watch For

- Richmond
- Buffalo
- Seattle
- Detroit
- And Others

STATION HISTORIES

Background, Data on New Orleans Outlets

WDSU; WDSU-FM; WDSU-TV

Hotel Monteleone—Raymond 7135
AM—5,000 w 1280 kc
FM—55,000 w 105.3 mc
TV—30,800 w Channel 6

WDSU was born in 1924 in the backyard chicken coop of J. H. Uhalt, radio dealer, as WCBE, 100 w. In the mid-20s he bought out his brother's interest and the station was licensed to use 1,000 w. Call was changed to WDSU (for De Soto and Uhalt) when the station moved to the De Soto hotel.

CBS affiliation was lost in the early '30s and the station was an independent until it joined NBC.

Mr. Stern

Mr. Swezey

When NBC was split, WDSU acquired its ABC affiliation. Later in the '30's the station moved to the Monteleone Hotel in the Vieux Carre area. It was sold in 1943 to Fred Weber, former MBS vice president and general manager; E. A. Stephens, auto dealer, and H. G. Wall, president of WIBC Indianapolis. A year later WDSU acquired 5,000 w power directional.

Last autumn the Stern family bought the station, with Edgar B. Stern Jr., becoming president. The new WDSU-TV went on the air commercially Dec. 18, 1948, less than a year after the CP was granted. Mr. Weber resigned and was succeeded Feb. 1 by Robert D. Swezey, also an ex-MBS vice president and general manager. Mr. Swezey is executive vice president and a member of the board.

WDSU-TV Atop Highest Building in Deep South

Only TV station in the area, WDSU-TV is located atop what is claimed to be the highest building in the Deep South, the Hibernia Bank Bldg. Reception is described as "fairly good and regular over 150 miles away in Alexandria, La." TV goes on at 6:15 p.m., closing at 10 (6-10 p.m. on Sunday), with 5:30 p.m. opening planned in the near future. A mobile unit covers events outside the TV studio.

The WDSU Class A rate for AM is $180 an hour, with TV $100 an hour. John Blair & Co. is representative. FM station duplicates AM programming. WDSU says it broadcast 628½ total hours of public interest programming in 1948. The TV programs include ABC, NBC, DuMont and Telepix, all by means of kinescope film. The test pattern is decorated with touches of typical New Orleans iron grill designs.

WJBW

924 Canal St.
Magnolia 3488
250 w 1230 kc

FOUNDED in 1926 by Charles C. Carlson, in the electrical business, WJBW for about two decades was the only independent station in New Orleans. The station's modest studios are located in the heart of the city with transmitter in Gentilly, five miles out.

The station features baseball, basketball and prep football, augmented by news and music, according to Harry Nigocia, program director. Mr. Carlson is president and general manager. *Midday Serenade* from noon to 2 p.m. has been on the air 17 years.

Station on Temporary License Until April 1

WJBW is operating on temporary license to April 1, having been granted in part a request for 90-day extension pending appeal to the U. S. Supreme Court for review of a decision by the U. S. Court of Appeals for the District of Columbia. The appellate court had upheld an earlier FCC ruling denying renewal of WJBW's license [BROADCASTING, Feb. 21, 28].

Louise A. Carlson, his former wife, holds a CP for the WJBW facility.

WJBW is represented by William G. Rambeau Co. Its basic hourly rate is $90.

WJMR; WRCM (FM)

Jung Hotel
Canal 0356
250 w D 990 kc
61,200 w 97.1 mc

FIRST new standard station to take the air in 21 years, WJMR made its bow Jan. 20, 1947. Its FM outlet had opened May 1, 1946 as pioneer southern station in the present band, according to Stanley W. Ray Jr. and Dr. George A. Mayoral, co-managers.

Supreme Broadcasting Co. was founded by Dr. Mayoral, with Messrs. William and Ramon Cortado, export-import businessmen as partners. WRCM (FM) was given a permit in January, 1946. Mr. Ray, college friend of Dr. Mayoral at Tulane and a New Orleans lawyer, joined the partnership and became co-manager. When the FM battle appeared too difficult, the AM grant was obtained. WJMR was a paying project from the moment it took the air, the founders declare. Jules J. Paglin, New Orleans sales consultant, joined the firm as executive vice president.

A former NBC TV development engineer, Dr. Mayoral supervises technical aspects of the business. The station claims the highest tower in the city, a 241-foot structure atop the 200-foot hotel building.

Block Programs Dominate; New Studios Are Planned

Block programming dominates. Three popular race programs are *Poppa Stoppa*, *Jam, Jive & Gumbo* and *Boots & Saddles*. *Hi Neighbor* is broadcast from nearby suburbs. New studios are planned on the hotel's 11th floor and construction will include provision for TV. WRCM feeds a group of FM outlets with programs from Continental FM Network's tape. The FM station remains on the air until midnight. AM and FM use the same tower. WJMR representative is Forjoe & Co. Basic hourly AM rate is $55. FM rate is $60.

Mr. Ray

Dr. Mayoral

WMRY

CP 500 W D 600 kc

SOUTHLAND BCSTG. Co., holding a CP for a New Orleans local, had not started construction as this was written. President of Southland is Joe Darsky with Billy B. Goldberg vice president. Southland has a mailing address, 1106 Scanlan Bldg., Houston. It is understood the applicant has examined possible transmitter sites.

WNOE

St. Charles Hotel
Raymond 0423
250 w 1450 kc
CP—50,000 w (D) 5000 w (N) 1060 kc

ORIGINALLY founded in 1924 by Coliseum Place Baptist Church, WNOE was bought by Lt. Gov. (later Gov.) James A. Noe, also owner of KNOE Monroe, La., and part owner of KOTN Pine Bluff, Ark. Gov. Noe changed the call from WBNO to WNOE and in-

(Continued on New Orleans 10)

SELL NEW ORLEANS

The South's Greatest Market

AT LOWEST COST

WJMR

and WRCM-FM duplicated at
no additional cost

A BARGAIN BUY-HERE'S WHY:

1. LOW COST
2. CONCENTRATED COVERAGE
3. ORIGINAL LOCAL PROGRAMMING
4. PROVEN RESULTS

WJMR 990 KC

REPRESENTED NATIONALLY BY FORJOE & COMPANY

STATION HISTORIES

(Continued from New Orleans 9)

creased from timesharing to fulltime.

Up to World War II WNOE was the first 24-hour station in Louisiana, according to James E. Gordon, general manager, who joined station in 1939 after a decade in New Orleans radio. Mr. Gordon hopes to have the new 50,000 w plant on the air by autumn, when FM will be added. WNOE plans include eventual entry into TV.

Mr. Gordon

The station claims to have pioneered Negro programming. Prof. O. C. W. Taylor, Negro, is in full charge of programs for this 165,000 segment of New Orleans population and is described as the only fulltime Negro reporter. Negroes produce and direct their own programs from their YMCA.

Originates Statewide Political Programs

WNOE emphasizes public service, says Mr. Gordon. It originates many statewide political programs and has weekly periods for Senators and Congressmen. Big Joe's Happiness Exchange, 6-8 every morning, does everything from recruit volunteers to build a house for a widow to instigating a "Ship of Friendship" for Orleans, France. In charge of the program, whose aim is to help the underprivileged, is Joe Rosenfield. Bill Monroe, newsman, always takes a wire recorder with him when he leaves the office. Weather reports are carried five times daily direct from the Weather Bureau.

National representative is Burke, Kuipers & Mahoney. Class A hourly rate is $150. The station is the New Orleans affiliate of MBS.

WSMB; WSMB-FM

901 Canal St.
Magnolia 5921
5000 w 1350 kc
56,000 w 102.7 mc

FOR four years, starting April 21, 1925, WSMB was a goodwill station operated by Saenger Theatres (now Paramount-Richards Theatres) and the famed Maison Blanche department store as a goodwill project. Talent abounded through the theatrical tieup and a 500 w signal was radiated on 940 kc from an antenna atop the store.

Mr. Wheelahan

Along in 1928 popularity of the programming leveled off. When its NBC affiliation was acquired in 1929, popularity skyrocketed. Public reaction to the commercials on NBC programs was favorable so the station decided it could improve local programs by selling them to sponsors. Set sales jumped around the city, programs were accepted favorably and for the first time WSMB was a profit-making institution, a situation that has continued for two decades though profits are down from the war peak due to higher labor costs and a $150,000 FM plant.

The 56,000 w FM service is given AM advertisers as a bonus, programs being duplicated, but the station feels it is gaining public goodwill from the FM investment in what is described as a vast service area.

Richards Is President, Wheelahan General Manager

E. V. Richards, head of the theatre group, who first conceived the WSMB project, remains president of WSMB Inc. General manager is Harold M. Wheelahan, who has served in many community and industry activities. The station has remained an NBC affiliate. The original 940 kc frequency was changed years ago to 1350 kc.

WSMB is represented nationally by Edward Petry & Co. Basic hourly rate is $200. The station holds a television grant which now is inactive, but a hearing was scheduled before the FCC.

WTPS; WTPS-FM

601 Howard Ave.—Canal 5561
1000 w D 940 kc
55,000 w 95.7 mc

FIRST radio enterprise of the Times-Picayune Publishing Co. (*Times-Picayune* and *States*) was WJBO, started at Tulane U. in 1923 but soon abandoned. Now the publishing company, a dominant New Orleans institution, is in radio for keeps with a $600,000 plant.

Studios are described as the most elaborate in the city, comprising a three-story layout in the old brownstone Howard Memorial Library building. H. F. (Bob) Wehrmann, general manager, drew on his architectural background in rebuilding the library interior into a paneled auditorium, three other studios, two booths, vast office space and a basement Circle Room available to civic organizations.

Mr. Wehrmann

The station is an applicant for fulltime on 940 kc. WTPS-FM duplicates during the day. Evening programs stress good music. The schedule features local programming, says Mr. Wehrmann, with most of the business coming from retail stores. L. K. Nicholson, head of the publishing interests, is head of the radio operations. John R. O'Meallie is commercial manager and Mike Clarke program director.

Transmitter is located at Gretna, La., where a 607-foot tower carries the AM and FM antennas.

The daytime programming is aimed largely at the women's audience in New Orleans homes. It includes a musical trio along with breakfast series and a Saturday morning *Quizdown* for youngsters.

Firm Has Television CP, But Video Plans Incomplete

Class A hourly rate of WTPS is $60. Walker Co. is national representative. When the Times-Picayune company went into radio again after World War II it obtained an FM permit and was on the air Jan. 3, 1947. The AM daytime operation started Feb. 16, 1948. Mr. Wehrmann, a former "sparks" in the 20s, was purchasing agent for the Times-Picayune properties at the time of his selection to manage the radio interests. The company has a television CP but has not indicated when it expects to be on the air.

WWEZ

Hotel New Orleans
Canal 3521
1000 w D (CP 5000 w unl.) 690 kc

FOUNDED in 1947, WWEZ has spent much of its life in the throes of construction. Work on the station was started in September, 1947, and it took the air the following Dec. 8. A month later FCC granted a 5,000 w fulltime permit. Clearing of a site was started in June but the swampland of Saint Bernard Parish below New Orleans wouldn't hold bulldozers.

Mr. Oswald

Swamp Skippers, huge machines used for oil prospecting in swamp land, did the trick eventually though General Manager Joe Oswald served as skipper of a Swamp Skipper before the job was done. Because water came within two inches of the surface, special techniques were devised to carry towers.

The 5000 w signal was being tested last month, with plans for early spring dedication of fulltime operation. Hours will be 5 a.m. to the following 1 a.m., seven days weekly.

President of WWEZ is A. L. Chilton, in radio since 1927 and also president of KSKY Dallas and KGHI Little Rock. Mr. Oswald has been in radio nearly two decades, including posts at KWKH and KTBS Shreveport. He assumed WWEZ managership at the time ground was broken in 1947 at the Jefferson Parish site of the daytime transmitter. Assistant manager is William D. Matthews.

Programming stresses good music and news every hour on the half-hour. Music ranges from western to semi-classical tunes. An early afternoon hour (1:30-2:30) is entirely free of commercials and carries little talk. First half-hour of this segment is devoted to semiclassical music, the second portion to Broadway show tunes. Two hours of race programming are carried in the late afternoon.

WWEZ has no immediate FM or television plans. Basic half-hour rate of the outlet has been $57.50. Representative is George P. Hollingbery Co.

WWL; WWLH (FM)

Roosevelt Hotel
Raymond 2194
50,000 w 870 kc
3,000 w 100.3 mc

LOYOLA U. first became interested in radio in 1907 when Rev. Anthony Kunkel, S. J., physics professor, set up a spark transmitter. In World War I he trained radio operators for the government. KDKA's tests in Pittsburgh fired the school's imagination and a broadcast station went on the air March 30, 1922, with 10 w on 833.3 kc. Soon power was increased to 50 w on 1090 kc, upped to 500 w on 1220 kc in 1928 and to 5 kw on 850 kc in 1929. Studios were opened in the Roosevelt Hotel in 1932 when power was raised to 10 kw.

Loyola U. President Also Is Head of WWL

WWL became a CBS affiliate in 1935, an affiliation it still holds. Katz Agency was named as representative in 1937 and that year the power was increased to 50 kw. Rev. Thomas J. Shields, S. J., Loyola president, also is president of WWL with W. Howard Summerville Sr., at one time with WGST Atlanta, general manager of the operation.

WWLH (FM) duplicates most of the AM programs. The station is an applicant for a Channel 10 TV station. Basic hourly AM rate is $450. The FM station carries a number of serious music programs including complete operas staged by the New Orleans Opera House Assn. and concerts by the New Orleans Symphony Assn. and Philharmonic Society.

Mr. Summerville

Maison-Blanche department store sponsors a five-weekly 5:15-5:30 p.m. school series in which athletes and other students participate. A Friday *Music Land* program is heard by all public schools in cooperation with the Junior League. Other retailers on the station include D. H. Holmes, with a nine-year series of weekly half-hours, and A. Burgess Furniture Co., on WWL since 1932. Jax Beer has been sponsoring six 10-minute sports series and weekly musicale. Falstaff Brewing Co. has six musical half-hours weekly. American Brewing Co., for Regal beer, sponsors *Road to Yesterday*, WWL-produced historical series, and CBS 10 p.m. news which is transcribed and broadcast 10:05-20 p.m.

interested in MONEY?

If not, then you're a fringe reader of this journal—the business paper of the Business of Broadcasting.

Because everybody whose business is connected directly or indirectly with the Business of Broadcasting *subscribes* to BROADCASTING. In fact BROADCASTING delivers more *paid* radio circulation than the rest of the trade journals combined.

So . . . if you happen to be (for example)

- An AM, FM or TV station with a message for advertisers and time-buyers. . . .
- A national representative in search of more business.
- A transcription or program service seeking more accounts.

In fact . . . if you're anybody of importance who wants to reach anybody else of importance in the whole vast picture of American broadcasting.

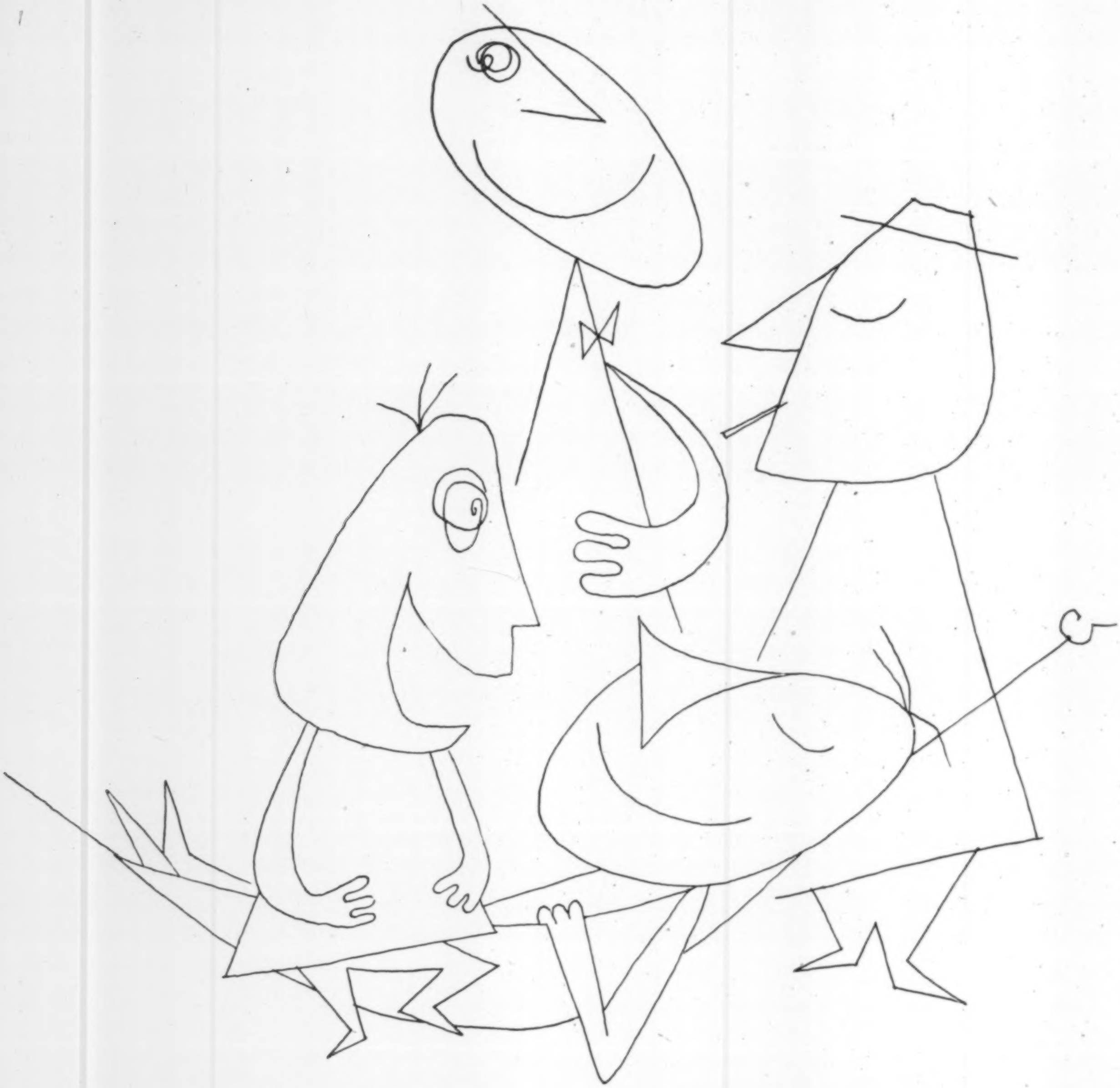
BROADCASTING is the surest, best advertising medium you can possibly put to work.

Send for our new brochure:
"Are You In This Picture?"

Address: Publisher, BROADCASTING
National Press Bldg., Washington 4, D. C.

BASIC
WITH
BUYERS

BROADCASTING
TELECASTING



A "CAPITOL" IDEA IN CHICAGO – *During the N. A. B. Convention, drop in at the "Capitol Cabana". Relax and talk of trivia... join in the convivialities. And make a mental note or two on Capitol's new transcription line-up – the kind of shows that convert sustaining time to "sponsored". See you in "Cabana 502".*

A UNIQUE LIBRARY PROGRAM SERVICE

Capitol
REG. U.S. PAT. OFF.
TRANSCRIPTIONS
A Division of Capitol Records

On All Accounts

(Continued from page 18)

med the Hunter Advertising ncy.

few months later Bill bought partner's share; becoming sole ner of a sturdy little agency. Pershing Square Bldg. at 448 Hill St. in downtown Los Ange- houses Bill, serving as sole ount executive, and his staff of r, including a three-man pro- tion department and a secre- y. Most of agency's billing is radio, with one or more of his nts using every station in the Angeles area at this time.

His accounts include Milliron's partment Stores, expending proximately $75,000 a year radio and television and rently sponsoring two week- participations on KTLA (TV) *opping at Home* and one weekly KFI-TV *Shop, Look and Listen;* ntral Chevrolet (dealers) spend- approximately $100,000 per r on radio and television; Al- t's Yardstick Stores spending proximately $1,500 per month on h media and currently sponsor- one weekly participation on *op, Look & Listen*, and two week- particaptions on *Shopping at me;* Benson Shops (women's ar) now sponsoring two weekly rticipations on latter TV show.

Bill is at home in Huntington rk with his wife, the former yce Lee Enns, whom he married 1941 when she was a senior in ntington Park High School, and seven-year-old namesake, Billy ott Hunter II.

He belongs to no clubs and has time for hobbies outside of a of golf. Most of his time, he ys, is spent thinking about get- g new accounts and holding on the old ones.

CCO WORK KIT
Tells Summer Drive Plans

CCO Minneapolis-St. Paul, whose 48 summer campaign won City llege of New York's award of rit in the 50 kw category for "most effective all-over radio tion promotion," has published elaborate work kit reviewing t campaign and outlining 1949 mmer plans. The kit, arranged loose-leaf style with attractive er, stresses the theme, "Get ones that get away! Take 13 eks with pay—on WCCO."

Besides reviewing WCCO's 1948 ivities and previewing its 1949 npaign, the kit lists national t advertisers not using the sta- n but using other CBS-owned lets, Minneapolis-St. Paul news- per advertisers not on WCCO, gazine advertisers not using the tion, and Twin Cities adver- rs using radio but not WCCO. luded also are program avail- ilities and BMB comparative erage maps.

FIRST network venture by Fram Corp. (automotive filters), over Mutual, 9:55-10 p.m., Saturday, is discussed by (l to r) Dan Loden, account executive for VanSant & Dugdale Co., Baltimore agency handling Fram; Ed Thorgerson, featured on the show, and Paul Jonas, MBS director of sports.

SHAMROCK OPENING
NBC Show Cut Off by Enthusiastic Crowd

TRUE to the spirit of Texas—which does everything in a big way—the St. Patrick's Day opening of millionaire Glen McCarthy's $20 million Shamrock Hotel in Houston was a record-breaking event. So record-breaking, in fact, that it broke an NBC circuit carrying the Dorothy Lamour Sealtest program on a coast-to-coast hookup.

Miss Lamour's show from the Shamrock, only one of the many attractions of the dazzling opening, was faded several times and was cut off the air at others. NBC Hollywood issued a statement the following day saying that technical difficulties on lines between Houston and Chicago, where the show was fed to the network, was one cause of the trouble. The other was "an over-enthusiastic opening crowd at the Shamrock."

Precautions Cited

NBC said it had been assured "that doors [to the dining room] would be closed and that all service to tables would cease prior to air time. Preliminary checks . . . indicate . . . that service continued and doors were left open, with the result that noise of the crowd drowned out voices of performers . . ."

Tall palms imported from Florida and azaleas brought from Louisiana blaze at peak glory along the walks outside the new Shamrock Hotel, latest project of Mr. McCarthy, KXYZ Houston owner, according to a feature story by Jim Carroll, Scripps-Howard staff writer.

It was Mr. Carroll's way of saying that the opening of the 18-story Shamrock—with a television set in every room—was a splurge of the first order. In true McCarthy style, a special Santa Fe "Chief" style train brought 50 movie stars headed by Pat O'Brien and Edgar Bergen to Houston for the occasion.

And, Mr. Carroll added, Mr. McCarthy "has orchids flown from the South, roses fresh from northern hothouses, and champagne flowing out of a fountain. His 'personal' guest list carries 200 gilt-edged names. His staff of hoteleers, headed by George Lindholm, who left New York's Waldorf for the Shamrock, is getting $42 a plate for the opening shindig from 1,000 lusty-spending Texans in the 'Emerald Room' and $33 from another crestfallen 1,000 who have to stay in the 'Pin Grill' (coffee shop)." In short, the Shamrock's debut was quite an affair.

The Shamrock sits on a 10-acre V-shaped plot. In time, this V will be covered with business buildings, according to Mr. McCarthy's plans. Even in Houston "where postwar magic plus pent-up oil and gas wealth has put on a miracle boom," says Mr. Carroll, "the Shamrock stands out like a shillelah bump on the head."

Feature of the Week

(Continued from page 18)

month, is an informal discussion of the experiences of Gannett reporters, the personalities they meet who dominate today's news, and human interest anecdotes about the Washington scene.

There is no set pattern for the show. The staff tries to talk to the audience much as they would talk to an interested friend. Sometimes they introduce a national personality as guest for the day. The only rule of the show is to keep it as interesting as possible, with lighter anecdotes chosen in preference to weighty, but dull, topics.

One broadcast dealt with the rebuilding of the White House. Another had as guest the Secretary of Agriculture as he gave out an important news story. Topics discussed by the staff have included the Senate filibuster, federal health insurance and President Truman's wise-cracks at White House news conferences.

Taking part in the programs are Vern Croop, chief of the bureau, and staff members Paul Martin, Reginald Torrey, Joe Kusaila and Robbie Johnson.

With the program receiving favorable response from the six stations now carrying it, the Gannett staff hopes eventually to distribute *Capital Memo* to stations throughout the country.

FCC Asks Dismissal

MOTION has been filed by FCC with U. S. Court of Appeals for the District of Columbia to dismiss appeal entered by A. J. Felman against the Commission's revised proposed decision to renew the license of WJOL Joliet, Ill. [BROADCASTING, Feb, 7]. FCC held that appeal was premature since final action has not been taken by the agency. Commission further held that Mr. Felman's request to stay, suspend or annul Sec 3.109 of FCC's rules, which restricts time reservation pacts in station sales, can only be heard in a statutory three-judge District Court. The FCC proposed decision was conditional upon WJOL's terminating a time reservation contract with Mr. Felman.

Agencies

(Continued from page 10)

DAVID FLETCHER, formerly art director of BBDO San Francisco, joins Rhoades & Davis, same city, in same capacity.

GEORGE LABADIE, art director of Devoe & Raynolds Co. (paint manufacturer) for past six years, joins Mayers Co., Los Angeles, in same capacity.

KNOLLIN Adv. will close its Los Angeles service office this week (March 31). Business formerly handled out of that office will be centered in San Francisco.

MARVIN YOUNG, vice president and radio and television director of Ruthrauff & Ryan, Hollywood, is the father of a girl, Shari Maruska.

AGENCIES moving office to new locations include: Los Angeles—**Mayers Co.** to 2301 Third St., about April 2; **John Freiburg & Co.** to 1436 N. Kenmore, telephone, Normandie 32111; **Leo Burnett Co.** to 3632 Wilshire Blvd., telephone, Dunkirk 8-8131. Oakland, Calif.—**Eric Cullenward & Assoc.** opens branch in Financial Center Bldg. Glendale, Calif.—**Lindeke Adv.** to Helper Bldg., Brand at Colorado Sts.

FCC Actions

(Continued from page 58)

Decisions Con't.:

WRGK LaGrange, Ill.—Granted extension of completion date to 9-27-49.

WHKC-FM Columbus, Ohio—Granted mod. CP to make changes on ant. system.

WCBT Roanoke Rapids, N. C.—Granted mod. CP to make changes in vertical ant.

KTBI-FM Tacoma Bcstrs. Inc., Tacoma, Wash.—Granted request to vacate cond. grant for new FM station.

Following were granted extension of completion dates as shown: KVME Merced, Calif., to 6-17-49; KGFM Great Falls, Mont., to 9-1-49; KTOK Oklahoma City, to 8-1-49; WNEW New York, to 4-15-49; WHLW Rutland, Vt., to 6-27-49.

WPJB Providence, R. I.—Granted license new FM station.

Westex Bcstg. Co., Area San Angelo, Tex.—Granted license new remote pickup KA-2409.

Woodrow Miller, San Bernardino, Calif.—Same KA-2413.

Maine Bcstg. Co., Portable-Mobile, Bangor, Me.—Same KA-2412.

Review Pub. Co., Portable-Mobile, Area Alliance, Ohio—Granted CP new remote pickup KA-2408. Also granted license to cover.

The Valley Bcstg. Co., Area Pomona, Calif.—Granted CP new remote pickups KA-2410 KA-2411.

WLWB Dayton, Ohio—Granted mod. CP specify studio location and change trans.

WILK-FM Wilkes-Barre, Pa.—Granted mod. CP to change type trans.

KRGV-FM KRGV Inc., Weslaco, Tex.—Granted request to cancel CP new FM station.

WLAQ-FM News Pub. Co., Rome, Ga.—Same.

WSJN Radio Americas Corp., San Juan, P.R.—Same.

KSWO-FM Oklahoma Quality Bcstg. Co., Lawton, Okla.—Same.

WGR-FM WGR Bcstg. Corp., Buffalo, N. Y.—Same.

WNAR-FM Norristown Bcstg. Co., Norristown, Pa.—Same.

KSKY-FM Sky Bcstg. Co., Dallas, Tex.—Same.

WWCO The Mattatuck Bcstg. Co., Waterbury, Conn.—Granted request to vacate Secretary's action of March 2 forfeiting CP, and to cancel CP at applicant's request.

Following were granted extension of completion dates as shown: KRBC Abilene, Tex., to 4-15-49; WMIN-FM St. Paul, to 6-30-49; KSFH San Francisco, to 10-5-49; WOAK Oak Park, Ill., to 5-30-49; WFDR New York, to 4-30-49; WTJS-FM Jackson, Tenn., to 6-1-49; WMGY-FM Montgomery, Ala., to 7-4-49; WCOH-FM Newnan, Ga., to 6-21-49; KOMB Los Angeles, to 8-31-49; WDLB-FM Marshfield, Wis., to 7-1-49; WLEE-FM Richmond, Va., to 9-17-49; WJPF-FM Herrin, Ill., to 6-30-49; WKAX-FM Birmingham, to 5-15-49; KRNT-FM Des Moines, to 9-9-49; KARM-FM Fresno, Calif., to 6-7-49; WEHS Chicago, to 6-1-49; WKY-FM Oklahoma City, to 6-22-49; WKBM Arecibo, P.R., to 5-15-49; WILN Area of Arecibo, P.R., to 5-15-49.

March 22 Applications . . .

ACCEPTED FOR FILING

AM—1490 kc

Cleveland Bcstg. Co., Cleveland, Miss.—CP new AM station 1400 kc 250 w unl. AMENDED to request 1490 kc.

Assignment of License

KBIO Burley, Ida.—Assignment of license from Jessica L. Longston to KBIO Inc.

WAPF McComb, Miss.—Assignment of license from Albert Mack Smith, Phillip Dean Brady, Kenneth Hinton Quin and J. P. Melvin d/b as The Southwestern Bcstg. Co. of Mississippi to Albert Mack Smith, Phillip Dean Brady, Louis Alford and J. P. Melvin d/b as the Southwestern Bcstg. Co. of Mississippi.

License for CP

WHBQ Memphis, Tenn.—License to cover CP change frequency, increase power etc.

WIL St. Louis—Same.

KCOG Centerville, Iowa—License to cover CP new AM station.

KJAY Topeka, Kan.—Same.

Modification of CP

WMRC Greenville, S. C.—Mod. CP change frequency etc. for extension of completion date.

Program Authority

Canadian Bcstg. Corp., Toronto.—Authority to transmit National Hockey League games from Boston and Olympia, Detroit, to CBL Toronto between March 22 and April 26 inclusive.

CP to Reinstate

WMBO-FM Auburn, N. Y.—CP to reinstate CP new FM station.

Modification of CP

WSVS-FM Crewe, Va.—Mod. CP new FM station for extension of completion date.

WISE-FM Asheville, N. C.—Same.

WTCN-FM Minneapolis—Same.

License for CP

KWOC-FM Poplar Bluff, Mo.—License to cover CP new FM station.

WFLN Philadelphia—Same.

FM—92.1 mc

WNAE-FM Warren, Pa.—CP change ERP to 355 w.

Modification of CP

WJHP-TV Jacksonville, Fla.—Mod. CP new commercial TV station for extension of completion date to 10-13-49.

KOB-TV Albuquerque—Same to 7-1-49.

SERVICE DIRECTORY

Custom-Built Equipment
U. S. RECORDING CO.
1121 Vermont Ave., Wash. 5, D. C.
STerling 3626

TOWER SALES & ERECTING CO.
Radio Towers
Erection, lighting, painting &
Ground Systems
6100 N. E. Columbia Blvd.
Portland 11, Oregon
C. H. Fisher, Agent Phone TR 7303

REPRODUCERS REPAIRED
SPECIALISTS W.E. 9-A, 9-B & RCA
INSTALL NEW STYLUS & OVERHAUL
9-A $25.00 9-B $22.50
Broadcast Service Co.
334 Arcade Bldg. St. Louis 1, Mo.

Electrical Tower Service Corp
AM-FM-TV
Bases—Ground systems—transmission lines, painting, erection, dismantling
524 Hillcrest Terrace,
Creve Coeur, Ill.
Phone 3-9846—Peoria, Ill.

CKNW
THE *Only* STATION
THAT COVERS BOTH
HALVES OF THE
"VANCOUVER AREA"
CALL FORJOE • In Canada, RADIO REPS

Radio Aids Police

JUSTICE, via the medium of radio, was swift when WLIO East Liverpool, Ohio, received credit for speeding the solution of a major crime. Local authorities had spent a night searching for the attacker of a 21-year-old girl. The next day Paul Harris, WLIO news editor, broadcast information about several police clues. A short time later police reportedly announced that the criminal, having heard the broadcast and feeling the evidence eventually would point to him, had killed himself. Then the man's wife "closed" the case when she identified a hat found at the crime scene as that of her husband.

TENDERED FOR FILING

Assignment of License

KVIC Victoria, Tex.—Assignment of license from Radio Enterprises Inc. to KVIC Bcstg. Co. Inc.

KHBR Hillsboro, Tex.—Assignment of license from R. W. Calvert, W. N. Furey and Ross Bohannon d/b as Hill County Bcstg. Co. to William Solon Snowden and Ross G. Bohannon d/b as Hill County Bcstg. Co.

Application to Purchase

KGFN Grass Valley, Calif.—Application filed by H. Neil Black to purchase facilities of KGFN.

Modification of CP

KFJI Klamath Falls, Ore.—Mod. CP increase power from 1 kw unl. to 1 kw-N 5 kw D, 1150 kc.

SSA—730 kc

WPIT Pittsburgh—SSA 730 kc 1 kw-D 250 w-N unl. for period ending not later than Nov. 1.

March 23 Decisions . . .

BY COMMISSION EN BANC

License Renewal

KBLF Red Bluff, Calif.—Granted renewal of license for period ending Aug. 1, 1951.

WHKP Hendersonville, N. C.—Granted renewal of license for period ending Feb. 1, 1951.

WKLV Blackstone, Va.—Granted renewal of license for period ending Aug. 1, 1951.

Petition Denied

F.W. New, Pine Mountain Valley, Va.—Denied petition requesting revocation of station licenses of WGBA and WGBA-FM Columbus, Ga.

License Renewal

WGBA-FM Columbus, Ga.—Granted renewal of license for period ending March 1, 1950.

WTRI Troy, N. Y.—Granted renewal of FM license for period ending Dec. 1, 1951.

WLVA-FM Lynchburg, Va.—Granted renewal of FM license for period ending March 1, 1951.

KUSC Los Angeles—Granted renewal of noncommercial educational FM station license for period ending Sept. 1, 1949.

WDTR Detroit—Same.

License Extension

KSJO-FM San Jose, Calif.—Granted temp. extension of license to July 1, 1949.

WFMD-FM Frederick, Md.—Same.

License Renewal

WJLK Asbury Park, N. J.—Granted renewal of FM license for period ending June 1, 1949.

WGAN-FM Portland, Me.—Granted renewal of license for period ending Dec. 1, 1951.

WKIL Kankakee, Ill.—Same.

WWNY-FM Watertown, N. Y.—Same.

WMFR-FM High Point, N. C.—Granted renewal of license for period ending March 1, 1951.

WPAG-FM Ann Arbor, Mich.—Same.

WMRC-FM Greenville, S. C.—Granted renewal of license for period ending March 1, 1950.

WSJS-FM Winston-Salem, N. C.—Granted renewal of license for period ending Dec. 1, 1949.

KFOR-FM Lincoln, Neb.—Same.

WWST-FM Wooster, Ohio.—Same.

'FREEDOM' BILL

Killed by Maryland Senate

THE MARYLAND Senate last Tuesday killed a bill to prevent courts from adopting or keeping rules tending to restrict radio and press freedom. By a 17-11 vote the Senate decided against accepting a recommendation of its judiciary committee favoring the legislation. The committee, on a 6-2 vote, had reported the bill favorably.

Previously the Maryland Press Assn. had gone on record in opposition to a proposal to extend Rule 904 of the Baltimore Supreme Bench to include all of Maryland.

It was for alleged violations of this rule that four Baltimore stations, WITH WCBM WFBR WBAL, have been fined within the last two months [BROADCASTING, Jan. 31, March 7, 14]. The bill restricts broadcast or publication of certain information about crime, including any statement made by an accused person, any mention of his actions after arrest, or any mention of a previous criminal record.

COL. WILLIAM P. NUCKOLS, chief of Air Information Division, has been appointed special assistant to director of public relations, U. S. Air Force announced.

WHLI-FM Hempstead, N. Y.—Granted renewal of license for period ending June 1, 1950.

License Extension

W8XUM RadiOhio Inc., Columbus, Ohio, and W9XWT WHAS Inc., Louisville, Ky.—Granted temp. extensions of licenses for exp. facsimile stations W8XUM and W9XWT for period ending July 1, subject to cond. that all operation on 25.02-25.32 mc is terminated by July 1, and subject to further cond. that no harmful interference is caused to any other station operating on this or adjacent frequency.

Remote Pickups

Commission made final, effective immediately, its proposed amendment of Part 4 of rules and regulations governing exp. and aux. services to add to Sec. 4.431 new paragraph which permits use of remote pickup stations in Alaska, Hawaii and Puerto Rico for aux. purposes, including intercity relaying whereby studios may be maintained without wire lines at locations other than main studio, but prohibits direct broadcasting by remote pickup stations. Interference problems prevent extension of such liberalization to stations within continental United States.

March 23 Applications . . .

ACCEPTED FOR FILING

AM-550 kc

WPAQ Mount Airy, N. C.—CP change from 740 kc 1 kw D to 550 kc 1 kw unl. DA.

License for CP

WONE Dayton, Ohio—License to cover CP new AM station.

KRBC Abilene, Tex.—License to cover CP change frequency, increase power etc.

(Continued on page 72)

Member AFCCE *

CONSULTING RADIO ENGINEERS

JANSKY & BAILEY
xecutive Offices
National Press Building
ffices and Laboratories
1339 Wisconsin Ave., N. W.
ashington, D. C. ADams 2414
*Member AFCCE**

McNARY & WRATHALL
RADIO ENGINEERS
906 Natl. Press Bldg. 1407 Pacific Ave.
Washington 4, D.C. Santa Cruz, Cal.
*Member AFCCE**

40 years of professional background
PAUL GODLEY CO.
Upper Montclair, N. J.
MOntclair 3-3000
Little Falls 4-1000
Labs: Great Notch, N. J.

GEORGE C. DAVIS
501-514 Munsey Bldg.—STerling 0111
Washington 4, D. C.
*Member AFCCE**

Commercial Radio Equip. Co.
Everett L. Dillard, Gen. Mgr.
NTERNATIONAL BLDG. DI. 1319
WASHINGTON, D. C.
ORTER BLDG. LO. 8821
KANSAS CITY, MO.

A. D. RING & CO.
26 Years' Experience in Radio Engineering
MUNSEY BLDG. REPUBLIC 2347
WASHINGTON 4, D. C.
*Member AFCCE**

There is no substitute for experience
GLENN D. GILLETT
AND ASSOCIATES
982 NATL. PRESS BLDG. NA. 3373
WASHINGTON, D. C.
*Member AFCCE**

GAUTNEY, RAY & PRICE
(successors to John Barron)
CONSULTING RADIO ENGINEERS
1052 Warner Bldg.
Washington 4, D. C.
National 7757

RAYMOND M. WILMOTTE
PAUL A. deMARS
ASOCIATE
469 CHURCH ST., N.W. DE. 1234
WASHINGTON 5, D. C.

JOHN J. KEEL
WARNER BLDG., WASHINGTON, D. C.
13th & E Sts., N. W.
NAtional 6513

Craven, Lohnes & Culver
MUNSEY BUILDING DISTRICT 8215
WASHINGTON 4, D. C.
*Member AFCCE**

FRANK H. McINTOSH
710 14th St., N.W.—Metropolitan 4477
WASHINGTON, D. C.
*Member AFCCE**

RUSSELL P. MAY
1422 F St., N. W. Kellogg Bldg.
Washington, D. C. REpublic 3984
*Member AFCCE**

ROTHROCK & BAIREY
SUITE 604, 1757 K ST., N. W.
National 0196
WASHINGTON 6, D. C.

Worthington C. Lent
Consulting Engineers
OFFICE & LABORATORIES
4813 Bethesda Ave., Bethesda 14, Md.
OLiver 8200
*Member AFCCE**

HERBERT L. WILSON
1025 CONNECTICUT AVE., N.W.
WASHINGTON 6, D. C. NA. 7161
*Member AFCCE**

ANDREW CORPORATION
CONSULTING RADIO ENGINEERS
363 E. 75th St. TRiangle 4400
CHICAGO 19, ILLINOIS

Dixie B. McKey & Assoc.
1820 Jefferson Place, N. W.
Washington 6, D. C.
REpublic 7236

WELDON & CARR
WASHINGTON, D. C.
1605 Connecticut Ave. MI 4151
DALLAS, TEXAS
1728 Wood St. Riverdale 3611
*Member AFCCE**

E. C. PAGE
CONSULTING RADIO ENGINEERS
BOND BLDG. EXECUTIVE 5670
WASHINGTON 5, D. C.
*Member AFCCE**

CHAMBERS & GARRISON
1519 Connecticut Avenue
WASHINGTON 6, D. C.
MICHIGAN 2261
*Member AFCCE**

KEAR & KENNEDY
1703 K ST., N. W. STERLING 7932
WASHINGTON, D. C.
*Member AFCCE**

A. EARL CULLUM, JR.
CONSULTING RADIO ENGINEERS
HIGHLAND PARK VILLAGE
DALLAS 5, TEXAS
JUSTIN 8-6108

WILLIAM L. FOSS, Inc.
Formerly Colton & Foss, Inc.
927 15th St., N. W. REpublic 3883
WASHINGTON, D. C.

JOHN CREUTZ
319 BOND BLDG. REPUBLIC 2151
WASHINGTON, D. C.
*Member AFCCE**

William E. Benns, Jr.
& ASSOCIATES
3738 Kanawha St., N. W.
ORdway 8071
Washington, D. C.

H. V. ANDERSON
AND ASSOCIATES
Consulting Radio Engineers
134 Clarence St., Phone 7-277
Lake Charles, La.

Philip Merryman & Associates
- Heatherdell Road
- ARDSLEY, N. Y.
- Dobbs Ferry 3-2373

RADIO CONSULTANTS

GUY C. HUTCHESON
100 W. ABRAM ST. PHONE 1218
ARLINGTON, TEXAS

NATHAN WILLIAMS
Allocation & Field Engineering
20 Algoma Blvd. Ph. Blackhawk 22
Oshkosh, Wisc.

A. R. Bitter
CONSULTING RADIO ENGINEERS
4125 Monroe Street
TOLEDO 6, OHIO
Telephones—Kingswood 7631, 9541

SAXTON & WINSTON
Dallas
2222 N. Fitzhugh Tre 7-2756
Longview
P. O. Box 1866 4331

SILLIMAN & BARCLAY
PECIALIZING IN ANTENNA PROBLEMS
1011 New Hampshire Ave. RE. 6646
Washington, D. C.

LYNNE C. SMEBY
"Registered Professional Engineer"
820 13th St., N. W. EX. 8073
Washington 5, D. C.

GEORGE P. ADAIR
Radio Engineering Consultant
EXecutive 5851 1833 M STREET, N. W.
EXecutive 1230 WASHINGTON 6, D. C.

LEE E. BAKER
Consulting Radio Engineer
826-28 Landers Bldg.—Ph. 3621
SPRINGFIELD, MISSOURI

• CLASSIFIED ADVERTISEMENTS

PAYABLE IN ADVANCE—Checks and money orders only. Situation Wanted 10c per word—$1 minimum. Help Wanted 20c per word—$2 minimum. All other classifications 25c per word—$4 minimum. No charge for blind box number. One inch ads, acceptable, $12.00 per insertion. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

BROADCASTING is not responsible for the return of application material (transcriptions, photographs, scripts, etc.) forwarded to box numbers.

Help Wanted

Managerial

Manager for 250 watt station operating 18 hours daily in city of 17,000. Must be qualified to direct all phases of operation. Straight salary, no commission. Preference given man with at least five years experience in one location. Give complete details in first letter, including salary wanted and at least three references. No phone calls. Write Station WMDN, Midland, Michigan.

Manager-salesman able make small independent pay for owners and himself. Moderate salary, large percentage net profit. Evening News, Port Angeles, Washington.

Salesmen

Salesman—Established NBC affiliate in large southeastern market has opening for aggressive man with successful radio sales experience to handle important list local accounts. Send background and references to Box 441a, BROADCASTING.

Salesman with idea presentations for Texas ABC station. Salary, commission. Box 509a, BROADCASTING.

Salesman—Long established, progressive station in major market has opening for aggressive man experienced in contacting local and national accounts. Real opportunity for right man. Give full particulars, picture, references, etc. Our staff knows of this advertisement. Box 569a, BROADCASTING.

Salesman, immediately, 5000 watt neutral station, guaranteed salary, commission over active accounts practically cover salary. Excellent opportunity for right man. Write full particulars, pictures, reference, etc. Inquiries confidential. Management, KMON, Great Falls, Montana.

Percentage salesman in rich productive market. Base servicing given. Excellent opportunity. L. B. Butler, KXIC, Iowa City, Iowa.

Experienced phone man wanted immediately. Radio-newspaper deal. Wire Admen, 63 W 1 North, Salt Lake City.

Announcers

Competent young man, interested in sports to write up sports events for daily paper and announce play-by-play for newspaper owned station. Single man preferred because of housing. Write, sending transcription if possible. Box 447a, BROADCASTING.

General announcer for Texas station. tell all. Box 527a, BROADCASTING.

Want combination man cover and write sports for newspaper, do sports shows and play-by-play on air. North Carolina. Box 528a, BROADCASTING.

Announcer wanted for east coast independent station, with emphasis on news, adlib and commercials. Give experience, salary, photograph and references. Box 533a, BROADCASTING.

Announcer—Must have good voice and be able to do a job on disc jockey, adlib shows and commercials that sell. High rated, midwest regional. Give complete personal resume, including experience, salary expected, availability. Confidential. Box 555a, BROADCASTING.

Wanted—Announcer experienced play-by-play and disc. Show by eastern Pennsylvania FM station. Send full details and disc. Reply Box 572a, BROADCASTING.

Announcer—Veteran eligible for on job training. 250 watter, network. Box 562a, BROADCASTING.

Announcer-engineer, accent on announcing. With CBS affiliate under union contract. Send disc and particulars to KBOW, Butte, Montana.

Help Wanted (Cont'd)

Announcer with first phone license, emphasis announcing, news and disc shows. Send complete letter and snapshot. KSUE, Susanville, California.

Very good job available for experienced man with at least a years experience. Rush audition discs to KXIT, Dalhart, Texas.

Wanted—Experienced announcer for local Virginia network station. Splendid working conditions and congenial organization. Send full information and disc if interested to WLPM, Suffolk, Virginia.

Experienced morning man, 1000 watt Mutual station. Apply in person. WNAE, Warren, Pennsylvania.

Technical

Experienced engineer for 5 kw midwest station. Give qualifications and reference in letter. Box 521a, BROADCASTING.

Wanted by broadcast and recording studio in New York City, engineer or audio technician, age 21 to 30, experience in construction and maintenance desirable. Box 523a, BROADCASTING.

Experienced, qualified combination man with first class ticket wanted. Send audition disc of voice and full record of abilities. Single man preferred. Salary $200.00 per month for forty hour week. Write or wire Chief Engineer, KVOC, Casper, Wyoming.

Chief engineer needed for 250 watt daytime. Salary $300.00. WCRA, Effingham, Illinois.

Immediately — Engineer-announcer for progressive network station. Congenial staff, pleasant working conditions. Send disc, complete background, salary expectations to WDEC, Americus, Ga.

Needed immediately. Two combination engineer-announcers. Send full information to Lester Gould, WJNC, Jacksonville, N. C.

Combination licensed engineer and announcer wanted immediately. Call J. L. Manson, Phone 80, Blackstone, Va.

Production-Programming, others

Wanted — Experienced copywriter-announcer by western 5000 watt CBS affiliate. Box 440, BROADCASTING.

Continuity writer wanted by 1000 watt independent near Chicago. Box 453a, BROADCASTING.

Program director-announcer wanted by midwest network affiliate. Must be experienced. Permanent. Tell all first letter. Write Box 522a, BROADCASTING.

Continuity writer, free lance, for spot commercials on assignments handled by mail. Write, giving full information and samples. Box 539a, BROADCASTING.

Continuity man—Here's where punch pays off. Long established 1000 watt network station has immediate opening for experienced boraz commercial writer. Salary commensurate with ability. Send qualifications, sample copy and photo to WFDF, Flint, Michigan.

Radio commercial copywriter. 10 kw station (50 kw by May 1) offers fine opportunity for increased earnings to young woman copywriter who can write commercial copy that really sells. Exceptionally pleasant working conditions with congenial skilled staff. Write giving complete background, salary requirements, etc. Please include samples. Joseph R. Fife, Commercial Manager, WPTR, Hotel Ten Eyck, Albany, N. Y.

Situations Wanted

Managerial

Manager—Thoroughly experienced all departments. Successful 16 year network affiliate record. University graduate. Dependable career man. Good references. Can be available on short notice. Box 892, BROADCASTING.

12 years experience in rural, urban and mixed markets. Veteran, three college degrees, 30 years old, aggressive. Will serve as combination manager-program director-commercial manager of your independent operation. Have successfully tested direct air sale plan. Prefer station that is in red or one in tough market. Box 267a, BROADCASTING.

Experienced, capable young man, excellent background. Presently employed, seeking change to progressive station. Replies confidential. Box 472a, BROADCASTING.

Eleven years background guarantees effective managership of your local independent or affiliate. Family man, dependable, civic-minded. Know continuity, promotion, production, programming, sales, managerial. Good reasons for desiring change. If your station sound, market progressive, community alert and can offer $6,000 yearly plus commission or bonus for permanent manager with ideas, will gladly submit qualifications. Box 517a, BROADCASTING.

Manager — Now working, desires change. Completely qualified manager, sales manager or assistant manager. Have had spectacular sales success in small and large stations. Also wide, successful experience in promotion, programming, writing, news, sports. Top man. Top references. Box 519a, BROADCASTING.

Salesmanager available in April. Wants to arrange personal interviews April 8, 9, 10, 11 & 12 at Chicago Convention. If you need producer with 20 years network & independent stations experience, well known and highly recommended for results in sales, merchandising, advertising, promotion and management, advise immediately where & when you can be reached in Chicago. Box 561a, BROADCASTING.

Man, 47, exceptionally qualified to manage radio station seeks that position with station in town not less than 30,000. Need $150 weekly plus opportunity earn considerable more through bonus plan or profit sharing arrangement. If interested please address Box 563a, BROADCASTING.

Salesmen

Young family man with eighteen months experience, selling, programming and announcing, now employed selling in highly competitive market desires change. Write Box 542a, BROADCASTING.

Salesman with real ability and imagination. College man with family and own car. 8½ years experience in program, production, writing, engineering, announcing—last 3½ years in sales. Own 2 copyrighted shows and 3 jingles—all sponsored almost 3 years. Seeking opportunity with long range security. Eye on television. Reliable, conscientious, aggressive with ability to make sales that last. Best references. No roamer. Unbeatable sales record at present location. Complete career brochure available. All replies answered, confidential. Box 547a, BROADCASTING.

Time salesman presently employed eastern 500 watt station. Prefer midwest or western Penna. Consider all offers. Box 549a, BROADCASTING.

Announcers

Sports director now—second year announcing basketball; football, three-I League baseball and all general announcing. Want permanent job—full shift announcing and guarantee top sports coverage. Married, 28, family. April 1st. Box 277a, BROADCASTING.

Florida stations only! Announcer-writer-producer 5 years top experience. Box 399a, BROADCASTING.

Star combination performer accurate exciting, professional play-by-play baseball, football, basketball. Chief announcer, 1st class ticket. $100 weekly, plus talent. Box 500a, BROADCASTING.

Announcer, 22, single. Experience with network, double on continuity. Know board. Prefer Texas station. Box 510a, BROADCASTING.

Situations Wanted (Cont'd)

Announcer—Wants job with network affiliate. 12 years experience. Box 511a, BROADCASTING.

Experienced sports director now at Pennsylvania 1000 watt will travel in 250 mile radius for audition and interview. Box 512a, BROADCASTING.

Experienced sports director presently university graduate. 9 years play-by-play experience, all sports. Professional baseball. University football, basketball, baseball, boxing. Married, 27. Desire change. Box 518a, BROADCASTING.

Looking for good combination man? Two years experience announcing and first ticket, no disc available. Like $65.00 weekly. Box 524a, BROADCASTING.

Good junior man for your announcing staff available now. Good radio background, experience, education. Disc sent immediately. Box 532a, BROADCASTING.

Experienced announcer, 25. Deep well trained friendly voice. College, journalism major, can write continuity. Box 534a, BROADCASTING.

Versatile announcer desires position with progressive kw or 5 kw station in Connecticut area. Age 21, single, college, pleasing personality, resonant voice, 3 years experience. Available two weeks. Personal interview or disc. Box 535a, BROADCASTING.

Announcer—Handle all types of shows, console work, network and independent operation. Know programming. 16 months experience. Specialize disc jockey and news. Prefer northwest. Box 540a, BROADCASTING.

Announcer. Married and dependable with ability to do newscasts, commercials disc shows. Desires opportunity with new or progressive station. Disc, photo available. Box 543a, BROADCASTING.

4 years well-rounded announcing experience. Seeking permanent location. Proven success as morning man, news man and commercial man. Box 548a, BROADCASTING.

Sports announcer—Two years experience. Available for baseball season. Major sports. Also experienced at general staff work. Lives sports. Box 550a, BROADCASTING.

Morning man—Attention major markets. Top personality man, best references. 8 years experience, can build your audiences in strongest competition. Want $8000 or percentage deal. Box 552a, BROADCASTING

Experienced announcer — One year, single. Operates board, experienced continuity writer. Presently employed. Middlewest preferred. Box 553a, BROADCASTING.

Experienced — News, staff, specialized college sports, Class B baseball, college education, family, consider all, Texas or coastal preferred. Box 558a, BROADCASTING.

Experienced announcer, married, desires position, preferably midwest. Modest requirements. Box 560a, BROADCASTING.

Announcer—Experienced. Desires opportunity to advance. Disc and photo available. Box 564a, BROADCASTING.

Announcer-engineer. First class ticket. Experienced, capable, industrious, reliable, conscientious. Sober, married. Will travel. Further details write Box 567a, BROADCASTING.

Announcer, experienced all phases. Married, vet, 25. Available immediately. Midwest preferred. Box 570a, BROADCASTING.

Sports-news director, 24, single. Three years experience. Play-by-play in 5 sports. Gathered, edited and broadcast major newscasts at last station. Reliable, hard worker. Newspaper background. New England preferred. Best references. Box 571a, BROADCASTING.

Announcer — Versatile, understands languages. Inexperienced. Acting experience. Telephone Michigan 2-7077, Joseph Dumont, 440 Schiller, Chicago.

Staff announcer—Limited experience in heavily commercialized area. Pleasant voice. Good references. Married and reliable. Disc, photo available. Want permanent position. Box 544a, BROADCASTING.

Situations Wanted (Cont'd)

nouncer, capable, hard-working, one ar experience. Desires position adcasting baseball. Intimate knowge. play-by-play experience, all jor sports. Travel anywhere, availe immediately. Will also consider ff job with established, progressive tion. Bill Gardner, 5506 Kenwood e., Chicago.

oroughly experienced announcer. elligent delivery. Knows news, sic, scripting, production. Herb ttschalk, 5034 S. Woodlawn, Chicago Atlantic 5-0516.

nouncer—23, single, 2 years college ech, graduate leading announcing ool. Also, sportscaster. Desires exrience. Disc and photo on request. rry Kindem, 1255 Oliver Ave., N., nneapolis.

Technical

gineer—Age 32, single veteran. cent school graduate, first phone, xperienced. Sober, conscientious, lege and business background. De- e job transmitter operator. Location important. Box 444a, BROADCAST- G.

gineer, college, 1st phone, 3 years perience all phases, studio, record- , remotes, AM-FM xmitter. Bus nsit radio. Prefer studio operation. Box 507a, BROADCASTING.

lder 1st class phone, single, seeking portunity, any offer considered. Box a, BROADCASTING.

lder, 1st phone, single, knowledge phases, seeking a good opportunity broadcasting. Consider all offers. x 515a, BROADCASTING.

nstruction chief engineer—Construct lio station or chief of established tion. Seven years radio, five in adcast. Chief two years. Minimum ary $85.00. Box 516a, BROADCAST- G.

gineer, first phone, single veteran. e car. Experienced in broadcast rk. Southern states. Box 529a. OADCASTING.

gineer, 1st phone, employed, mar- d. Desire above Maryland. Require tice. Box 530a, BROADCASTING.

you need an experienced, hard rking chief engineer who can do ws, sports and play-by-play? Can offer a permanent job at a minim salary of $80.00 with a progrese organization in a clean, progrese, little town? Available on two eks notice. Box 551a, BROADCAST- G.

adcasting, east or midwest. First one. Four years RF generators to kw, two years radar. 26, married, tled, references. Available immedily. Box 554a, BROADCASTING.

gineering student seeks permanent ition progressive station. Control rd, recording and remote experie. Can double in sales, continuity or gramming. References. Box 556a, OADCASTING.

nsmitter engineer desires position h midwest station. Steady, dedable with directional and FM exience. References from present emyer. Available immediately. Have . Address Engineer, Box 1572, Musgee, Oklahoma.

gineer-announcer. Business, sales kground. College, first phone. Write wire John Gronert, 5316 York Ave- S., Minneapolis, Minn. for disc, ther qualifications.

gineer—23, veteran, married. No adcast experience. First phone. Disified electronic background. Built, ted, serviced 20 kilowatt hi-frequen- generators. Two years college. ailable immediately. References. ale secondary. Stanley Levin, 1835 tona Ave., Bronx, New York.

gineer 1st phone license, 24 years , single, vet with car, would like to ly principles studied for past nine nths at Electronic Radio Television titute in Omaha. Will do some anncing, prefer warm climate. Donald rris, Benson Sta. R27, Phone WA , Omaha, Nebr.

gineer, first phone license, have retly completed 34 weeks study in ctronic Radio Television Inst., Om- , Nebr. Single, will do announc- . Verlin Torgerson, 3531 Dupont Sioux City, Iowa. Phone 5-6682.

Situations Wanted (Cont'd)

Production-Programming, others

Program director - announcer. Four years experience, college background, desires midwest. Box 488a, BROADCASTING.

Experienced news, special events, program director. 3 years. Excellent references. Available immediately Chicago area. Box 525a, BROADCASTING.

Experienced program director available immediately. Will go anywhere where there is a chance for advancement. Box 526a, BROADCASTING.

Employed network newsman, writer & broadcaster, considering change outside New York. Desires steady employment, good living conditions, guaranteed minimum income $10,000 annually. Excellent network references, top professional reputation, congenial, young, sober family man. Will consider straight newscasting or newscaster-editor for 50 kw eastern independent or affiliate. Full information, background exchanged. Box 531a, BROADCASTING.

Program director—It takes time to gather experience. My twenty years in some of the best stations say I know the business. Presently employed as program director by regional station, but seek better opportunity and reward. Each offer considered and cheerful reply guaranteed. Box 541a, BROADCASTING.

Man and wife, ten years radio experience, desire permanent connections. Both write good copy that sells. Pleasing voices. Background, books, music, dept. store, homemaking shows, staff and freelance ann'c'g, disc jock shows. E. T. available or can arrange personal interview. Excellent references. Box 546a, BROADCASTING.

Experienced news editor and scriptwriter. Have directed women's programs with air time. Available May 15. Box 557a, BROADCASTING.

Woman commentator, 4 years experience New York City market, available both for radio and television, seeks aggressive station in competitive market. College grad, videogenic, young. Knowledge production, promotion, music. Box 565a, BROADCASTING.

Program director-announcer. College graduate, 28. Four years successful metropolitan and small market experience. Top air voice. Know my business. Box 983, Coral Gables, Florida.

Television

Technical

Experienced in television studio and remote operations, double in brass, single, will travel. Abbott Lewis, 4503 15th Avenue, Brooklyn, New York.

Production-Programming, others

Production assistant thoroughly familiar with 2 camera chain and film channel operation, TV stage work. Salary secondary to opportunity. Will travel. Box 545a, BROADCASTING.

For Sale

Stations

For sale—250 AM, 3000 FM dual operation each showing good profit exclusive $13,000.00 salary. One station city. Box 559a, BROADCASTING.

For sale—Majority control 1000 watt daytime AM-FM western station. Wonderful opportunity. Future assured. Immediate action necessary. Box 538a, BROADCASTING.

For sale—250 watt radio station, eastern seaboard, network affiliate, thirty five thousand dollars. Good opportunity. Box 537a, BROADCASTING.

For sale—One-third interest in local station in southern town. Station doing profitable business. Box 568a, BROADCASTING.

1000 watt daytime station for sale. Large southern city. Contact M. Berman, 40 E. 41st St., New York 17, N. Y.

Situations Wanted (Cont'd)

Equipment, etc.

Lehigh 170' tower—4 tower lights, beacon, flasher, everything new. Box 520a, BROADCASTING.

For sale—Gates 250C1 250 watt transmitter. Perfect condition, used less than two years. Excellent for an auxiliary or replacement. Reasonable offer will be accepted. Immediate shipment. KEIO, Pocatello, Idaho.

Four Presto 6N portable recorders, two Presto 85E recording amplifiers. All in first class condition. Write Station KOAT, Albuquerque, N. M.

For sale—Fifteen cartons brand new Truscon copper mesh ground screen. 8' x 24', six sheets per carton, at $118.00 per carton. Total $1,770 for the fifteen cartons. Wire or write KTOK, Oklahoma City.

For sale—General Radio type 475-B frequency monitor complete with tubes and crystal 1490 kc. Also, one General Radio type 731-B modulation monitor. Will sell either one or both units at low price. Bob McRaney, WCBI, Columbus, Mississippi.

For sale—One kilowatt Western Electric transmitter 353E1 at sacrifice price. Make us an offer. Charles Winkler, WDGY, Minneapolis.

130 feet unused RG 20 U, 52 ohm transmission line—$65.00. 1 RCA 3 inch oscilloscope—$50.00. 1 Western Electric 110A limiting amplifier—$50.00. 1 slightly used Brush Soundmirror magnetic wire recorder, model BK 303 in factory sealed carton with several extra spools of wire—$600.00. Write Chief Engineer, WSGN, Birmingham, Alabama.

For sale—New 100 foot, type 101 Wincharger tower. Never erected, but less anchors. New cost $465, will sell for $310. WTAD, Quincy, Illinois.

For sale—1 RCA, type 1-C 1 kilowatt, transmitter with tubes and motor generator equipment, $1000. 1 RCA, type 96-A limiting amplifier $250. 1 General Radio, class 730A transmission monitoring assembly, $250. WWNC, Asheville, N. C.

For sale—3000# bonding copper—.025" x 2¼" wide x coils @ 30¢ lb. H. P. Mandel & Sons, 2840 South Kedzie Avenue, Chicago 23, Ill., Bishop 7-7890.

Wanted to Buy

Wanted to buy—10 kw transmitter. Preferably air-cooled. No composite job. Box 394a, BROADCASTING.

Wanted—Current model Hammond organ with vibrato chorus control. Box 456a, BROADCASTING.

Wanted to buy—Tower 225' to support TV transmitting antenna. State manufacturer's type, price, condition. WLAV, Grand Rapids, Michigan.

5000 watt directional needs field strength meter will swap for Andrew Phase Monitor or Presto amplifier. WVOM, Brookline, Massachusetts.

Help Wanted

Managerial

GENERAL OR COMMERCIAL MANAGER

Profitable southwestern independent has opening for experienced man; partnership interest available, $5000 investment required. Send full details on experience, salary requirement, financial ability.

BOX 513a, BROADCASTING

Salesman

SALESMAN WANTED

Major Network station, N. Y.—Philadelphia area has opening for hard-hitting self-starter. Liberal draw against commissions. This is the first opening in several years on the sales staff of this dominant station in the market. Only topflight, experienced salesmen need apply.

BOX 566a, BROADCASTING

Wanted to Buy

WANTED

TELEPHONE CARRIER EQUIPMENT (Western Electric) types, C, CF-1, CF-3, CF-4, CF-5, H, H-1.

TELEGRAPH CARRIER EQUIPMENT (Western Electric) X-61822A, CF-2, CF-6, 40AC1.

TELETYPEWRITERS—All Models.

TELEPHONE SWITCHBOARDS—Manual and automatic.

RADIO TELEPHONE LINKS—AN/TRC-1, AN/TRC-3, AN/TRC-4, T-14/TRC-1 Transmitters, R-19/TRC-1 Receivers, Antennas.

BOX 536a, BROADCASTING

Miscellaneous

REGIONAL
MANAGERS (2)

Fastest growing National Organization, whose promotional campaigns are familiar and ENDORSED BY MORE THAN 300 STATIONS COAST TO COAST, can use successful DISTRICT SALES MANAGERS.

Thorough knowledge of cosponsored sales methods, plus ability to hire and train salesmen, ESSENTIAL!

To qualified producers, after brief training period (without loss of revenue), can compare earnings of our PRESENT MANAGERS from $7500 to $10,000 commission yearly!

All replies strictly confidential.

Box 905, BROADCASTING

School

The SCHOOL *of*
RADIO TECHNIQUE

● NEW YORK ●
HOLLYWOOD ● CHICAGO

America's Oldest School Devoted Exclusively to Radio & Television

Comprehensive Professional Day and Evening Courses in all phases of Radio and Television Broadcasting taught by Network and TV Professionals. Moderate rates. Inquire!

Send for free Booklet B.
Approved for G.I. Training

NEW YORK 20, N.Y.: RADIO CITY, R. K. O. Bldg.
CHICAGO 4, ILL.: 228 S. Wabash Avenue
HOLLYWOOD 38, CALIF.: 6926 Melrose Avenue

PROBE

Communications Investigation Gets Senate Group's Okay

CONTINUATION of the Senate Interstate and Foreign Commerce Committee's communications probe during the 81st Congress appeared almost a certainty last week after the Senate Rules Committee ordered favorably reported a measure containing both authority and funds for such an investigation.

The proposal (S.RES. 63), authored by Sens. Ernest W. McFarland (D-Ariz.) and Charles W. Tobey (R-N.H.), was given clearance of the Senate Rules Committee March 21. Approval of the full Senate, the final action required, was considered by seasoned observers to be a mere formality. It was expected that the resolution will be presented to and approved by the Senate some time this week.

Meanwhile, a subcommittee of the House Interstate and Foreign Commerce Committee, elected to direct its attention to matters other than communications, for the present at least. The subcommittee, dealing with matters concerning FCC, Federal Trade Commission and Security and Exchange Commission, at an executive session last Wednesday reportedly made no plans for immediate consideration of major communications proposals.

A total of $15,000 would be available to the Senate committee for investigation of radio, telegraph and telephone communications under the McFarland-Tobey resolution, which, in effect, extends the Senate communications probe launched during the 80th Congress.

1948 Study

The 1948 communications study by a subcommittee of the Senate Commerce committee composed of Sens. McFarland and Tobey served as a basis of a recent report endorsing the FCC's "Blue Book" on programming, and urging a breakdown of the clears and power ceiling of 50 kw [BROADCASTING, Jan. 31].

In its initial form the McFarland-Tobey report represented merely the thinking of the communications subcommittee. Later it received the official sanction of the full committee, headed by Sen. Edwin C. Johnson (D-Col.), clear-channel foe, and was presented to the Senate Feb. 10 as Report No. 49.

The resolution, which contains subpoena powers, calls for "a full and complete study of all radio, telegraph and telephone communications, both domestic and international." Probers would be authorized to examine the relation of the media to national security and international treaties and to make legislative recommendations on the basis of their findings.

Under the proposal, licensing practices and allocations of the FCC would be examined. The study, it was pointed out, would help Congress determine what policies the law-making body should develop on allocations, due to "problems arising from unprecedented demands for frequencies."

WASH. STATE 4A

Madden Named President

OFFICERS and new members of the board of governors have been elected by the Washington Chapter, American Assn. of Advertising Agencies, it was announced last week.

Dan Madden, of Honig-Cooper Co., Seattle, was elected president. Vice chairman is Harry Pearson, partner in Pearson & Morgan, Seattle, and secretary-treasurer is Sidney Copeland, of MacWilkins, Cole & Weber, Seattle.

Elected to the board of governors were H. O. Stone, Pacific National Advertising Agency; Nick Woodbridge, Botsford, Constantine & Gardner; Bud Grady, J. Walter Thompson, all of Seattle, and Roscoe Smith, The Condon Co., Tacoma.

Announcer King and Mrs. Guild read listener's letter seeking help of Community Fund. ➡

TRANSIT RADIO

Makes Test in Des Moines

TRANSIT RADIO made its first installation in Des Moines last month in connection with a meeting of the local Advertising Club. Carlin French, sales representative from the Chicago office of Transit Radio, explained the operation to club members and took them for a test ride.

KCBC-FM Des Moines will broadcast the music to the 150 buses which are to be equipped. No commercials were used on the test run. Rollo H. Bergeson, general manager of KCBC and KCBC-FM, explained that commercial announcements will not be used until the bus installations are fully acceptable. Following the bus ride, Mr. French conducted a Transit Radio clinic, distributing brochures composed of pertinent information regarding the system.

KRIEGER HEADS

Northern Calif. AAAA

HENRY KRIEGER of Honig-Cooper Co., San Francisco, was elected chairman of the Northern California Chapter of American Assn. of Advertising Agencies last week.

Other new officers are Ford Sibley, Foote, Cone & Belding, San Francisco, vice-chairman; and Ross Ryder, of Ryder & Ingram, Oakland, secretary-treasurer.

COMMUNITY FUND

Service Series on WEEI

DISCARDING usual format of interviews to show how other people are helped, new 15-minute weekly series has been started on WEEI Boston by the Greater Boston Community Fund to answer directly the personal problems of listeners.

Titled *Ask Me Another*, the sustainer features Frances Guild, director of the Community Fund's Red Feather Information Service, and WEEI announcer Art King. Letters from listeners are read and answered on the air by Mrs. Guild, who advises the writers about the social agency or other resource best equipped to help them. Listeners' names are kept confidential.

Family and social problems of all kinds are covered by the program. Each letter is answered personally, also, and when the writer contacts the social agency recommended, the agency provides a professional worker to assist the person in working out the problem. Scripts are written by Mitzi Kornetz, radio director of the Greater Boston Community Fund.

AFM FUND

Appropriates $1,400,212

AMERICAN Federation of Musicians appropriated $1,400,212.42 for its free public music program in 1949, bringing the three-year total of such expenditures to nearly $4,500,000, President James C. Petrillo announced.

Money comes from the AFM's Recording and Transcription Fund, which was created by royalties on recordings and transcriptions. Collections for the fund were forbidden by the Tart-Hartley Act and when the 1949 appropriation is spent that will wind up the AFM-operated program. In its place, however, will be a new free public music program financed by a similar fund presided over by an impartial trustee appointed by the recording and transcription industry.

Eastern Network Opportunity
$140,000.00

- Ideal one station market
- Long record good earnings
- Favorable technical postion
- Fairly priced—good financing

CONTACT THE NEAREST OFFICE OF THE EXCLUSIVE REPRESENTATIVES
BLACKBURN-HAMILTON COMPANY, INC.
MEDIA BROKERS

WASHINGTON, D. C.
James W. Blackburn
Washington Bldg.
Sterling 4341-2

DALLAS
Philip D. Jackson
Tower Petroleum Bldg.
Central 1177

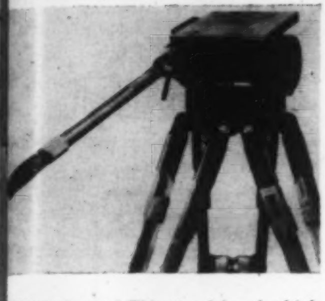
SAN FRANCISCO
Ray V. Hamilton
Russ Bldg.
Exbrook 2-5672

BROADCAST MANAGEMENT
CONSULTANTS
"not a luxury for the few
but an aid for the many"

Only The Strong Survive—The small station that is Wise now becomes Strong and survives. Be wise now and let Broadcast Management Consultants set up a tight knit, well coordinated, profit making operation for you that can weather the economic rough spots that are ahead. Less operating expense—more profit.

(Contact our executive offices for details without obligation.)

BROADCAST MANAGEMENT CONSULTANTS
SUITE 442 • 20 N. WACKER DR. • CHICAGO 6, ILLINOIS



EW balanced TV tripod head which s been announced by Camera uipment Co., New York. Friction d gyro principles have been disrded, and an important safety ature is incorporated which elimates possiblity of accidents if ead is left unlocked with the camera mounted

EC PROPOSES

Changes on Registration

ROPOSALS to simplify registraon and modify reporting requireents under the Securities Exange Act of 1934 have been anounced by the Securities and Exange Commission. Interested ersons were invited to submit coments by April 15.

Under the proposals, Form 10 r registration of securities of mmercial and industrial corporaons on a national exchange would lso call for more complete descripon of business and property, and evise remuneration items to acord with recent amendments to roxy rules.

IBW Scholarships

OR THE third year WIBW Toeka, Kan., has awarded its $250 cholarships to the outstanding -H Club boy and girl in Kansas in ecognition of superior leadership nd service. In addition to the 250 scholarship, each winner reeives an educational trip and peaking tour over the state. This ear, during 4-H Club Week this onth, five of the six winners made e tour with WIBW Farm Service irector Gene Shipley.

COLOR SYSTEM

Program Coding Shown NAB

NEW color system of depicting program schedules was demonstrated at NAB headquarters in Washington last week by Pat Freeman, director of sales and station service of the Canadian Assn. of Broadcasters. Mr. Freeman met with Maurice B. Mitchell, NAB broadcast advertising director, and Harold Fair, program director. Later he conferred with NAB President Justin Miller.

Mr. Freeman's coding method shows program schedules in colors, permitting comparison of program moods in terms of hours of the day. Hooper ratings are tied into the charts, which cover the four American networks as well as a typical Canadian station which emphasizes sequence and block programming.

NEWFOUNDLAND

CBC to Take Over Radio

CANADIAN BROADCASTING Corp. takes over the Broadcasting Corp. of Newfoundland on March 31, when Newfoundland joins Canada as a tenth province. CBC plans to make few changes in present set-up of Newfoundland broadcasting, where there are three BCN stations on the air. A new 1 kw station is going up at Grand Falls. In addition there are several independently-owned stations at St. John's, capital city.

With sparse settlements and no physical link with Canada, the CBC plans to feed its national programs to Newfoundland stations by FM link across the Cabot Straits, then by land line to various stations in Newfoundland. The FM service will be operated by Canada's Dept. of Transport. In addition to the FM link, CBC will be faced with the problem of a sixth time zone, Newfoundland time is one-half hour ahead of Atlantic Standard Time. Programs will be fed from St. John's and Ottawa on March 31 to commemorate the union of the two countries,

NETWORK STATION IN FLORIDA

A consistent income producer under absentee ownership, this 250 watter is exclusive in a good-sized isolated trading area. It is located in own building with practically all new equipment installed last year. With no competitive worries, aggressive, on-the-spot management could increase volume and net.

FOR QUICK SALE $100,000

SMALL PROPERTIES DIVISION

THE SMITH DAVIS CORPORATION

Smith Davis, President
317 South Sixteenth Street
Albert Zugsmith, Executive Vice-President
Phone Kingsley 6-1132
Philadelphia 2, Pennsylvania

Technical

ROBERT LAWRENCE STARK, assistant chief of the international branch, FCC Bureau of Engineering Aviation Division, has been named alternate to first International Civil Aviation Organization regional air navigation meeting for African-Indian Ocean region, scheduled to convene in London last week.

PAUL C. JONES has been appointed chief engineer of WNAV AM & FM Annapolis, Md. **JESSIE L. MYERS** has joined transmitter staff.

R. A. HACKBUSH, Stromberg-Carlson Co., Toronto, has been elected president of the Canadian Radio Technical Planning Board, succeeding **R. M. BROPHY**, president of Rogers-Majestic Corp., Toronto.

RONNIE GANTT has joined technical staff of WIS Columbia, S. C.

GEORGE L. SUTTON, formerly with WMAP Monroe, N. C., has joined WSB Atlanta, as control room operator. Mr. Sutton is at present attending Georgia Tech in addition to his duties at WSB.

BERT COBB has been appointed chief engineer of CKWS Kingston, Ont. He was formerly with CJOY Guelph and CJKL Kirkland Lake, Ont.

AUDIO-MASTER Co., New York, has announced production of a portable phonograph which plays standard 78 rpm records, 33 1/3 rpm transcriptions up to 17½ inches, and Long Playing Microgroove discs interchangeably. Player measures 8 x 13 x 16½ inches overall and weighs 15 pounds complete. Speaker can be positioned anywhere desired away from turntable. Prices for new unit start at $57.50.

MARK McGOWAN, BOB RUDD, and **ROY GLANTON**, engineers at WOW Omaha, have been awarded Certificates of Public Service by **W. P. MARSHALL**, president of Western Union Telegraph Co. Awards were given for "valuable services rendered during the blizzard conditions in south central Nebraska from November 18 to 23rd." Citations say that the engineers—each of whom operates an amateur radio station—"assisted in handling Western Union emergency traffic which might otherwise have been seriously delayed."

AMPLIFIER Corp. of America, New York, has introduced new device, "Magnerasor," which permits instantaneous erasure of recorded reels of magnetic tape without running the tape past the erase head.

ADMIRAL Corp., Chicago, has announced introduction of single-arm phonograph which plays records at 33 1/3, 45 and 78 rpm. Twenty-four models are being manufactured by the firm, and dealer deliveries are scheduled to begin in April. Models include two table radio-phonographs, five console combinations and 17 TV combinations, all of which carry the three speed changer.

ZENITH's net consolidated operating profits for nine months ending Jan. 31 are $2,025,781, firm has reported, after income taxes of $1,227,450, depreciation and reserves.

for NETWORK CALIBRE PROGRAMS

. . . at local station cost

See your station representative or write

LANG-WORTH
feature programs, inc.
113 W. 57th ST., NEW YORK 19, N. Y.

Here's a "Pyramid Club" Where Everyone Wins!

For 26 years, KDYL has operated the kind of "pyramid club" that pays off in sales for advertisers.

We present the kind of shows — with the kind of showmanship—that builds an ever-pyramiding audience throughout Utah.

And now it's happening, too, in television over KDYL-W6XIS.

KDYL
UTAH'S NBC STATION
AM-FM-TELEVISION

National Representative:
John Blair & Co.

Promotion

"FAIR PLAY," point-of-sale promotion display, is being distributed by KMOX St. Louis to 700 grocery stores and meat markets in the area. Designed by the station and advertising manager of a local food chain, the merchandising aid is an easel, 18-by-12 inches, containing numbered tags for customer service below the legend "take a number please"—and a station promotion poster. Consecutively numbered tags, which carry advertising copy, and the station poster are changed monthly. Easel is white with red trim, and cards and posters are printed in color. Number system of customer service was adapted by KMOX as a project for clients.

'Wave News'

A HOUSE organ, aimed at keeping its personnel informed of station and network activities, is being published by WAVE Louisville, Ky. *Wave News* aims at keeping listeners informed by having its personnel know the up to the minute facts about station's programs and activities.

Eye Opener

BRIGHT, blue and while booklet, illustrated with pretty girls and rabbits features WJLS Beckley, W. Va., newest promotion piece. The story told is of the advantages of advertising on WJLS and WJLS-FM, giving all the whys and wherefores, coverage maps, programming and costs. Booklet has been mailed to local, regional and national advertisers and to all CBS affiliates.

MORE THAN 200 scrapbooks, submitted during first semester of WLS Chicago's "Schooltime" contest, are studied by Mrs. Josephine Wetzler, station's director of education. Students' writing and illustrations were based on content of daily *Schooltime* show, aired at 1:15 p.m. CST.

Cooperative Campaign

A NOTICE to its listeners, printed on the back of an advertisement for one of its advertisers, has been distributed by WCFM (FM) Washington. Circular lists station's advertisers and requests its listeners to patronize their shops. It also requests listeners to "boost WCFM" by signing a pledge at the bottom of the sheet which states, "I will be glad to give prior consideration to WCFM advertisers when I am in the market for the goods or services they advertise." The pledge is to be returned to the station. In this way WCFM hopes to have an indication of the effect of its advertising.

Musical Promotion

WISN Milwaukee, Wis., has put its new slogan, "Lis'n to WISN" to music. Musical station breaks are sung by a male quartet or girl trio to well known tunes, such as this St. Patrick's Day ditty, to the tune of the "Irish Washerwoman"—"Sure, Now, 'Lis'n to WISN' for CBS stars—Like Godfrey and Benny and locally yours—There's Raymond and Brandl and Ann Leslie too—Sure, now 'Lis'n to WISN,' your day dreams come true!"

PERSONNEL

SHERRIL W. TAYLOR, formerly publicity director of KSL Salt Lake City, has been appointed station's promotion manager.

EDWIN PENTECOST has been appointed promotion director of WCON Atlanta, Ga.

DON E. KELLEY, WBBM Chicago public relations director, has been named to board of directors of Chicago chapter, Sigma Delta Chi, professional journalism fraternity.

WILLIAM GOLDEN, CBS art directo and associate director of sales promotion and advertising, received the Ar Directors Club Medal and Award fo Design of Complete Unit in Trad Periodicals.

DON KRAUSE, staff writer in th press department at NBC's Central Division, and **EDITH ALLEN,** forme NBC Chicago receptionist, have announced their engagement.

WALLY HUTCHINSON, assistan promotion manager of KGO San Francisco, has announced his engagement

Tele-Tips from WLW-T

SPORTSMAN'S SHOW

Hitting the mark with sports enthusiasts of all kinds in greater Cincinnati is this fascinating fifteen minute Thursday evening show. As host, affable outdoorsman Wally Forste, adroitly draws out visiting guest experts to relate interesting sports experiences and to demonstrate their various skills for the edification of WLW-T's enlarging and enthusiastic audience.

WLW-T CINCINNATI

Crosley Broadcasting Corporation

TIDEWATER BASKETBALL

Firm Report Describes Coverage Techniques

ONE of the most vexing problems to radio men covering basketball games is how to fill the blank spot between halves.

Hal Deal, advertising and sales promotion manager of Tidewater-Associated Oil Co., told a convention of college publicists in San Francisco that the schools should promote some sort of between-half activity to provide material for radio commentators covering the games [BROADCASTING, Jan. 17].

Mr. Deal has now issued a report on what Tidewater-Associated itself has done to lick the problem. It said in part: "We have made a special effort to provide our programs with material and personalities that will bring the greatest listening enjoyment. We are cognizant of the fact that a great many listeners enjoy the music of college bands, that many keep a running score and hence enjoy a statistical recapitulation of team and individual performances, and that a high percentage enjoy hearing the views and opinions of top flight officials, coaches and former players."

In handling interviews with coaching personalities, Mr. Deal said, Associated sportscasters ask for explanations of rule interpretations, descriptions of individual and team techniques and analytical remarks concerning offensive and defensive tactics employed by various schools.

He pointed out that the half-time blank spot at basketball games is more difficult to cover up than similar periods in any other sport.

The oil company had contracts to broadcast the basketball games of 17 major western colleges. More than 250 games were aired during the season in Oregon, Washington, Idaho, Utah, Nevada and California.

RMA FIGURES

February Output Of

PRODUCTION of TV receivers in February fell off slightly, influenced by a shortage of cathode ray tubes, according to Radio Manufacturers Assn. The February tota was 118,938 sets compared to 121,238 in January. Weekly averag output was 29,735 TV sets in February, 78% above the averag weekly rate for the year 1948.

Production of AM receivers in February was 498,631 compared t 561,900 sets in January, according to RMA, which represents abou 90% of total production. AM-FM production was 98,969 sets in February compared to 147,733 in January. Total output of all types o receivers was 716,538 in February as against 830,871 the previous month.

NLRB Moves

THE NATIONAL Labor Relations Board has moved its Washington, D. C., office and now is operating from new quarters in the Federal Security Bldg., South, on C St. S. W., between Third and Fourth Sts. in the Capital. NLRB's Division of Information is in Room 2212 on the second floor of the building. Phone number is Republic 7500, extensions 6523 and 6524. NLRB's national headquarters formerly were at 815 Connecticut Ave., Washington.

Promotion — Publicity — Service

WEOA
250 W • CBS
Evansville, Ind.

THRU

WMFT
250 W • Ala.
Florence, Ala.

RADIO TELEVISION PUBLICITY CORPORATION

EXECUTIVE OFFICES: 159 EAST CHICAGO AVENUE • CHICAGO 11, ILLINOIS

Member National Association of Broadcasters

RTHUR GAETH

Addresses Peace Meet

RTHUR GAETH, commentator r the United Electrical Radio and achine Workers of America IO) over ABC, was scheduled to eak in New York Saturday arch 26) at the Cultural and ientific Conference for World eace, being held at the Waldorf-storia Hotel. Mr. Gaeth's ad-ess on "The Role of American adio in World Peace" was part of panel on mass communications.

Clifford Durr, ex-FCC commis-oner, was to be moderator of the mmunications panel. Other panel embers dealt with newspapers, ms and mass communications in reign countries. The discussion as one of several panels held ring the peace conference, con-cted under the auspices of the ational Council of Arts, Sciences d Professions.

Mr. Gaeth warned of the angers" involved in sponsored wscasts and commentators stat-g: "There is always an uncon-ious pressure to stress 'business-vorable' news; not nearly so evalent is the pressure to stress orker-farmer-consumer' favor-le news."

omen's Listening

AUSTIN, TEX., women listen to the radio more than half the time, and plays and serials represent their favorite fare, says the Austin *American-Statesman.* Comments on "Mrs. Austin's" listening habits were made by Al Melinger in a recent issue of the newspaper. Second choice of radio fare among Austin women is music, according to Mr. Melinger. News ranks third. "Two out of three [women]," Mr. Melinger states, "will tell you definitely that their minds are made up—they're going to have a television set as soon as this newest escape gadget is available in these parts. The other third hope to have one soon."

540 KC CASE

Midland Prepares to File For Its KFRM

MIDLAND Broadcasting Co., licensee of KMBC Kansas City and KFRM Concordia, Kan., told FCC last week it was preparing to file for 540 kc for KFRM fulltime with the maximum power consistent with adequate protection for stations below 535 kc.

The application, Midland said, will be filed "at the appropriate time." Its plans were disclosed in a statement in connection with FCC's proposals that 540 kc, new broadcast channel, be limited to 1 kw and not used at all within 25 miles of some 224 military installations which would operate on sub-adjacent channels [BROADCASTING, Feb. 28].

KFRM, now a daytimer on 550 kc with 5 kw, was described as "an interim measure" to permit Midland to serve as much of the Kansas City primary trade area as possible. Midland originally sought 540 kc for this purpose but turned to 550 kc as an alternative until 540 kc officially became available. KMBC operates on 980 kc with 5 kw fulltime.

Of the 224 military installations proposed by FCC for protection by non-use of 540 kc within 25 miles, Midland said only two could have any bearing on KFRM's use of that frequency. One is 41 miles distant and the other 53, while the nearest point along the seacoast (Gulf of Mexico) is 700 miles away, Midland said.

The Midland statement, filed by President Arthur B. Church, considered it "pertinent" that Canada has been using 540 kc with a high-power station "for a number of years" and that Mexico has started a proposed 150-kw station on that channel, but that "the U. S. is just now formulating the basis for the use of 540 kc . . . in this country."

When Mexico first announced its proposal for 150-kw operation on the new frequency, it was pointed out, "Midland urged the Commission to expedite its allocation work with the view to insuring U. S. priority rights," and offered to shift KFRM to 540 kc "in a manner that the coverage in Canada of Canadian Station CBK [Watrous, Sask.] would be protected."

Mutual protection between 540 kc and sub-adjacent non-broadcasting channels may be discussed during the Fourth Inter-American Radio Conference which opens in Washington late this month. Actual use of the channel by broadcasters is slated for decision at the North American Regional Broadcasting Conference to be held in Canada in September.

CHURCH OUTLETS

Prompt FCC Action Urged

PROMPT ACTION on the request for FCC rules changes to permit religious organizations to operate low-power non-commercial stations was urged last week by Leonard H. Marks as counsel for the Southern Baptist Convention and the Baptist General Convention of Texas.

He told members of the Commission in a letter that "several hundred" churches had shown "active interest" in such operation, aside from the approximately 200 cited by the Baptist groups when they petitioned for authority to operate 10-w stations in the 88-92 mc educational band last month [BROADCASTING, Feb. 28].

Mr. Marks said religious organizations "throughout the 20 states covered by the Southern Baptist Convention" have evidenced interest in this type of operation, now permitted only to educational institutions. He submitted a resolution of endorsement from FM Assn.

VIRGIN ISLANDS

FCC Proposes Rule Changes

OBVIOUSLY looking toward a grant of a pending application for the Virgin Islands' first AM station, FCC last Wednesday proposed new rules waiving many of the basic technical requirements insofar as the Islands are concerned.

Minimum power would be 50 w, the usual minimum antenna requirements would be reduced, approved frequency and modulation monitors would not be required if other protective steps were taken, and all classes of commercial radio operators except aircraft radiotelephone operator would be valid for operation of such stations if one or more radiotelephone first-class operators were employed fulltime and assumed responsibility.

The waivers would apply only to Virgin Islands stations operating on local channels (1230, 1240, 1340, 1400, 1450 and 1490 kc). Comr. Jones dissented and Chairman Coy and Comr. Sterling did not participate.

The Commission's announcement did not refer to the pending application of William N. Greer, consulting radio engineer at San Juan, P.R. But observers felt the proposal clearly was made with that application in mind. Mr. Greer is seeking 50 w fulltime on 1340 kc at Charlotte Amalie and has asked for waiver of the rules to permit the below-minimum power and to allow use of a special antenna [BROADCASTING, June 7, 1948].

In announcing its proposal, FCC said the waivers were "deemed necessary because there is at present no broadcast service originating in the Virgin Islands and the economic status of the Islands is such that it appears to be unfeasible [financially] to construct and operate a standard broadcast station with the power and equipment required by the present rules." Further, FCC said, 50 w should cover the Islands satisfactorily. Comments on the proposal will be accepted to April 15.

WTTS Opening

FORMAL opening of WTTS Bloomington, Ind., was celebrated Friday night with special open house party. Owned by Sarkes and Mary Tarzian, WTTS is assigned 1 kw day, 500 w night on 1370 kc. Honor guests included Indiana Governor Henry Schricker and Sen. Homer E. Capehart (R-Ind.). Station manager is Glenn Van Horn.

"VIC" DIEHM SAYS:

Get in the Know - Now!

Yes, get in on your share of this $103,000,000 market now! Our 90% listening audience is a buying audience. Direct sales gains are the results of your WAZL spent advertising dollar. For further information contact

Vic Diehm c/o WAZL
or
Robt. Meeker Assoc.
521 Fifth Ave.
N. Y. C.

AFFILIATED
WITH NBC - MBS

WAZL

THE VOICE OF
PENNSYLVANIA'S HIGHEST CITY

Established 1932 - Hazleton, Pa.

First with the most in
NEW ORLEANS

WDSU

TV Channel 6—
31,000 watts
New Orleans' *first* and *only.* Transmitting from atop the Hibernia Bank Building—the Empire State of the Deep South.
ABC — NBC
DUMONT — WPIX
Television Affiliate
Affiliated with
New Orleans Item

AM 1280 kc — 5000 watts
(effective 20,000 watts in greater New Orleans)
Covering New Orleans, South Louisiana and the Gulf Coast.
FM Channel 287 — 15,000 watts
(C. P. 155,000 watts)
WDSU's dominant Hooperating, pioneering service and high listener loyalty is THE buy in New Orleans!

NEW ORLEANS ABC AFFILIATE

WDSU

Represented by the
John Blair Company

FCC Actions

(Continued from page 64)

Applications Cont.:

SSA-730 kc

WPIT Pittsburgh—SSA 730 kc 1 kw-D 250 w-N unl. until Nov. 1.

License Renewal

License renewal applications were filed by following AM stations: KENI Anchorage, Alaska; KFAR Fairbanks, Alaska.

Modification of CP

WTJS-FM Jackson, Tenn.—Mod. CP new FM station change ERP to 50.4 kw.

WXYZ-TV Detroit—Mod. CP new commercial TV station change ERP from 32.1 kw vis., 16.7 kw aur. to 27.9 kw vis., 13.9 kw aur.

TENDERED FOR FILING

AM-1410 kc

WLBJ Bowling Green, Ky.—CP change from 1340 kc 250 unl. to 1410 kc 1 kw unl. DA-N.

Modification of License

WADC Tallmadge, Ohio.—Mod. license change main studio to Akron.

Transfer of Control

WKTY LaCrosse, Wis.—Transfer control of LaCrosse Bcstg. Co., licensee, to LaCrosse Tribune Co.

Application Dismissed

C. Merwin Dobyns, San Bernardino, Calif.—DISMISSED Aug. 25, 1948, application for CP new AM station 730 kc 1 kw D (Not previously reported by FCC).

March 24 Decisions . . .

BY COMMISSION EN BANC

Hearing Designated

Mosley Bros., Picayune, Miss., and WABB Mobile, Ala.—Designated for hearing in consolidated proceeding application of Mosley Bros. for new station 1320 kc 1 kw D with application of The Mobile Press Register Inc. to change operating assignment of WABB from 1480 kc 5 kw DA-2 unl. to 1320 kc 5 kw unl. DA-DN.

Petition Denied

Chanute Bcstg. Co., Chanute, and KIND Independence, Kan.—Denied petition of Chanute Bcstg. Co. to remove from hearing and grant application for new station 1460 kc 250 w D; and designated for hearing in consolidated proceeding with Chanute's application, application of Central Bcstg. Inc. to change operating assignment of KIND from 1010 kc 250 w D to 1450 kc 250 w unl., contingent upon granting of application of WMBH Joplin, Mo. to change operating assignment. Further ordered that if contingent application of KIND prevails in this proceeding, it shall be removed from hearing status and returned to Commission's pending file until final disposition of aforesaid parent application is made by Commission.

Petition Granted

KSFO San Francisco—Adopted order granting, with cond., petition to specify relief requested in its original form and before amendment; and Commission's order of Aug. 19, 1948, insofar as it imposed cond. upon grant of KSFO's application, is amended to delete cond. and permit operation from trans. site and with ant. system specified by KSFO in its application for CP and at Nov. 1946 hearing; dismissed application. Aug. 19 action granted KSFO change from 560 kc 5 kw-D 1 kw-N to 740 kc 50 kw unl. at new trans. site; cond.

William M. Drace, Greer, and Easley Broadcast Co., Easley, S. C.—Adopted memorandum opinion and order granting petition of William M. Drace requesting waiver of Sec. 1.363 of rules to permit acceptance of his application for new station 1490 kc 250 w unl., and consolidate it for hearing with applications of Piedmont Bcstg. Co., Bruce Johnson Co., and Easley Broadcast Co. for new station 1490 kc, 250 w unl.; and Commission's order of Oct. 27, 1948, designating Piedmont and Bruce Johnson Co., was amended to include Drace and Easley applications.

Hearing Designated

KTBS Shreveport, La.—Designated for hearing application for mod. CP to make changes in DA, to increase maximum expected operating values of horizontal pattern toward service area of WOR New York, and made WOR party to proceeding.

Atlas Bcstg. Co., Hamtramck, Mich.—Designated for hearing application for new station 1440 kc 500 w D, in consolidated proceeding with application of Hamtramck Radio Corp.; and ordered Commission's order of Nov. 5, 1948, granting petition of WBCM Bay City to intervene in hearing on Hamtramck Radio Corp. application, amended to make WBCM party intervenor with reference to all applications in this proceeding.

WSAZ-TV Huntington, W. Va.—Designated for hearing application for additional time to complete construction of TV station.

Petition Denied

WHEN Syracuse, N. Y.—Denied petition for reconsideration of action taken Jan. 26 wherein petitioner's application for mod. of television CP was granted in part; and extended to period terminating 20 days from date, in which time applicant must indicate its rejection of partial grant.

Modification of CP

KIMV Hutchinson, Kan.—Granted mod. CP for Class B station to change channel from No. 289 to 233; adopted order amending revised tentative allocation plan for Class B FM stations to change channel allocations: Delete Channel 289 Hutchinson, and add No. 233; delete No. 233 at Salina, Kan., and add No. 253, delete No. 234 from Dodge City, Kan., and add No. 289.

Assignment of License

KPIK San Luis Obispo, Calif. — Granted assignment of license from James L. Harris, S. H. Frowein, Aram S. Rejebian and Emma Widman to S. H. Frowein, Aram S. Rejebian and Emma Widman, d/b as San Luis Obispo Bcstg. Co.

WGTC Greenville, N. C.—Granted assignment of license from J. J. White to Carolina Bcstg. System Inc. for $60,000 on cond. assignee surrender for cancellation its CP for WGNE on or before date upon which instant assignment is effected.

Transfer of Control

KATE Albert Lea, Minn.—Granted relinquishment of control by Edgar Hayek and wife and acquisition of control by J. George and William R. Wolf and Bennett O. Knudson.

KSAL Salina, Kan.—Granted transfer of control from Roy E. Bailey to Hutchinson Pub. Co. and Salina Journal Inc.

Hearing Designated

WMAW Milwaukee—Designated for hearing application for license to cover CP and application for consent to involuntary transfer of control from Myrtie D. Uihlein (deceased) to Clifford A. Randall and Wilke M. Zimmers, as co-executors of estate.

Assignment of License

WINX-FM Washington, D. C.—Granted assignment of FM license from WINX Bcstg. Co. to WTOP Inc. for $160,000, on cond. that assignment be not effective until WTOP has surrendered CG for WTOP-FM.

Waiver Granted

KRUZ Santa Cruz and KDON Monterey, Calif. — Granted request for waiver of Sec. 1.321 in connection with applications for consent to assignment of licenses.

Transfer of Control

WFAH Alliance, Ohio — Granted transfer of control of Review Pub. Co. to Stewart O. McHenry and Arthur J. Hoiles as co-fiduciaries.

Box Score

SUMMARY TO MARCH 24

Summary of Authorizations, Applications, New Station Requests, Ownership

Class	Total On Air	Licensed	CPs	Cond'l Grants	Applications Pending	In Hearing
AM Stations	1,956	1,913	233	...	460	263
FM Stations	721	294	605	28*	110	29
TV Stations	59	7	115	...	322	181

* 11 on air

CALL ASSIGNMENTS: KOAG Stillwater, Okla., changed to KAMC (Oklahoma Agricultural and Mechanical College); KALO Victoria, Tex., changed to KNAL (Victoria Broadcasting Co.); KOFO Ottawa, Kan. (Ottawa Broadcasting Co., 1220 kc, 250 w, day); KWBE Beatrice, Neb. (Blue Valley Broadcasting Co., 1450 kc, 250 w, fulltime); KXRA Alexandria, Minn. (Alexandria Broadcasting Corp., 1490 kc, 250 w, fulltime); WJWL Georgetown, Del. (Rollins Broadcasting Inc., 900 kc, 1 kw, day); WKAM Warsaw, Ind. (Kosciusko Broadcasting Corp., 1220 kc, 250 w, day); WJWL-FM Georgetown, Del. (Rollins Broadcasting Inc.).

TV APPLICATION

Dallas, Tex.—W. W. Lechner d/b as Lechner Television Co., Channel 11 (198-204 mc), ERP 20.3 kw vis., 14.5 kw aur., antenna height above average terrain 483 ft., estimated cost $199,550, first year operating cost $125,000, revenue $60,000. Applicant, Texas oil producer and rancher, earlier filed for new TV station at Houston BROADCASTING, March 21). Filed March 18.

AM APPLICATIONS

Brattleboro, Vt. — Granite State Broadcasting Co. Inc., 1450 kc, 250 w, unlimited; estimated cost $11,300. Principals: William J. Barkley, executive vice president Collins Radio Co., Cedar Rapids, Ia., president 35%; H. Scott Killgore, sales representative, Collins Radio Co., vice president 20%; William F. Rust Jr., general manager Radio-Industrial Engineering Co. Inc., Goffstown, N. H., treasurer 41.7%; John J. Rogan, patent attorney, New York, 3.3%. Filed March 22.

Clifton, Ariz. — Dwight Harkins Amusement Enterprises Inc. d/b as The Saguaro Broadcasting Co., 1400 kc, 250 w, fulltime; estimated cost $23,000. Firm is 25% owner KTYL Mesa, Ariz., of which Dwight E. Harkins is general manager. Mr. Harkins is secretary-treasurer and 40% owner of applicant. Others are Harry L. Nace Sr., president and 59%, and Harry L. Nace Jr., vice president and 1%. They have theatre interests. Filed March 18.

Houston, Tex.—John F. Cooke, 1480 kc, 1 kw, daytime; estimated cost $22,625. Applicant is general manager of KIOK Bay City, Tex. Filed March 22.

Snyder, Tex.—Scurry County Broadcasters, 1220 kc, 250 w, daytime; estimated cost $10,500. Co-partnership: W. J. Harpole, owner KVOP Plainview, Tex., and 50% owner KVOU Uvalde, Tex., and Kermit S. Ashby, 24% owner KPET Lamesa, Tex. Each also is one-third owner Economy Printing Co., Lamesa. Filed March 24.

TRANSFER REQUEST

KVIC Victoria, Tex.—Assignment of license from Radio Enterprises Inc., licensee, wholly owned by J. G. Long, to KVIC Broadcasting Co. Inc., new firm in which Mr. Long is president and 50% owner Consideration $190,000 Others in KVIC Broadcasting: Paul H. Kimberlin, 20%; William Bryan Powell, vice president, 10%; L. G. Wallace, 5%; Doris P. Shillingburg, 5%; John G. Morgan, 5%; Harry J. Ellis, 5%. All are associated in theatre operations. Mr. Long is licensee of KSAM Huntsville and KTLW Texas City, Tex., and 50% owner KIOX Bay City, Tex. KVIC is assigned 250 w on 1340 kc.

KGFN Grass Valley, Calif.—Competitive bid to purchase station filed under Avco rule by H. Neil Black, chief engineer of KSMO San Mateo, Calif. Original purchase bid filed by Joe D. Carroll, manager of KMYC Marysville, Calif. [BROADCASTING, Feb. 21]. Consideration $15,000. KGFN is assigned 250 w fulltime on 1400 kc.

KHBR Hillsboro, Tex.—Assignment of license from Hill County Broadcasting Co. to new partnership of same name in which Ross G. Bohannon retains 20% interest. R. W. Calvert and W. N. Furey retire from station and each sell 30% interest for $6,100 apiece to William S. Snowden who also assumes existing liabilities. Remaining 20% interest is reserved for "other interests", application said. Mr. Snowden is permittee of KCUI Midland, Tex., KSWM Winfield, Kan., and KDXJ Jennings, La. KHBR is assigned 250 w day on 1560 kc.

WSAT Salisbury, N. C.—Relinquishment of negative control by C. H. Wentz who sells 1,800 of his 2,700 shares (50%) for $18,000 in equal portions (16.7% each) to L. L. Bavce and W. D. Flinton, part owners of Thomas & Howard Co., southern wholesale grocery firm. WSAT is assigned 1 kw day on 1280 kc.

WENA Bayamon, P.R.—Assignment of license from Ramon Agudo, sole owner, to Bayamon Broadcasting Corp., new firm in which Mr. Agudo presently holds 25% interest and after transfer will hold 54% interest. Bayamon Broadcasting had been formed to build new FM station which was to be merged with WENA but plan was dropped. However firm was contracted to build WENA. Consideration includes giving Mr. Agudo additional stock in amount of $10,200 and cancellation of $8,298.76 balance on obligation due firm for building outlet. Others in firm, who will have 15% each are Alberto Diaz Atiles, physician, president. Domingo Diaz Alexandro, WENA general manager, secretary, and Gustavo Diaz Atiles, assistant WENA manager, treasurer. WENA is assigned 250 w on 1560 kc.

When It's **BMI** *It's Yours*

Another BMI "Pin Up" Hit—Published by Patmar

LOOK UP

*On Records: Tex Beneke — Vic. 20-3340; Golden Gate Quartet — Mer. 5242; Jack Smith—Cap.**

On Transcriptions: Jan Garber — Capitol; Frankie Carle—Lang-Worth; Buddy Weed — Associated; Manhattan Nighthawks — NBC Thesaurus.

BMI

BROADCAST MUSIC INC. 580 FIFTH AVENUE NEW YORK 19, N. Y.
NEW YORK • CHICAGO • HOLLYWOOD

WSTC and WSTC-FM
STAMFORD, CONN.
"The Gateway to New England"
A B C Affiliate
Representative J P McKINNEY & SON

Extension Granted

KCOM Sioux City, Iowa—Granted ex- nsion of time within which Dietrick rks, transferee-grantee, must dis- se of his 50% interest in KTRI be- re effecting Commission's grant of nsent to his acquisition of control KCOM.

Hearing Designated

KOA Denver, Col.—Designated for aring application to replace vertical t. of KOA and mount FM ant. on M tower, and made WHDH Boston, JW Cleveland, WXKW Albany, TNB Birmingham, WRUF Gaines- lle, Fla., WKBZ Muskegon and EEU Reading parties to proceeding.

Roanoke Bcstg. Co., Roanoke, Ala.—esignated for hearing application for w station 930 kc 250 w D.

AM—1460 kc

Union-Carolina Bcstg. Co., Union, C.—Granted CP new station 1460 1 kw unl. DA-N; engineering cond.; timated cost: $38,178.

AM—1300 kc

Aiken-Augusta Bcstg. Co. Inc., Aiken, C.—Granted CP new station 1300 kc kw D; engineering cond.; estimated st $13,575 exclusive of land and ildings.

Hearing Designated

Robstown Bcstg. Co., Robstown, Tex. Designated for hearing application r new station 1480 kc 1 kw D and ade Bee Bcstg. Co., Beeville, Tex., rty to proceeding.

AM—1260 kc

Bob Jones U. Inc., Greenville, S. C. Granted CP new station 1260 kc 1 kw engineering cond.; estimated cost ,500.

Modification of CP

WNAG Grenada, Miss.—Granted mod. P to change from 1490 to 1400 kc, 250 unl.; engineering cond.

WDAV Auburn, Me.—Granted mod. P make changes in vertical ant., ange trans. location and specify udio location at Lewiston, Me.; en- neering cond.; granted extension of mpletion date.

arch 24 Applications . . .

ACCEPTED FOR FILING

AM—1500 kc

WJBK Detroit—CP change from 1490 250 w unl. to 1500 kc 10 kw-N 25 v-D unl. DA-DN AMENDED to ange name from Detroit Bcstg. Co. to e Fort Industry Co.

Avco Bid

KGFN Grass Valley, Calif.—Applica- n to purchase KGFN filed by H. il Black under Avco rule.

Assignment of License

KYOR San Diego, Calif.—Assignment license from Albert E. Furlow, ank G. Forward, Roy A. Ledford, ed H. Rohr and Mary W. Hetzler b as Silver Gate Bcstg. Co. to San ego Bcstg. Co.

KVIC Victoria, Tex.—Assignment of ense from Radio Enterprises Inc. KVIC Bcstg. Co. Inc.

KADA Ada, Okla.—Assignment of ense from C. C. Morris to KADA stg. Inc.

License Renewal

WNAX Yankton, S. D.—License re- wal AM station.

License for CP

WFVG Fuquay Springs, N. C.—Li- nse to cover CP new AM station.

WEAU Eau Claire, Wis.—License to ver CP increase power etc.

Modification of CP

WCON Atlanta, Ga.—Mod. CP new M station for extension of completion te.

KBKX San Antonio, Tex.—Same.

KFJI Klamath Falls, Ore.—Mod. CP ange frequency, increase power etc. increase 1 kw unl. to 1 kw-N kw-D unl. (1150).

License for CP

WTIC-FM Hartford, Conn.—License cover CP changes in FM station.

WFRS Grand Rapids, Mich.—License cover CP for reinstatement of new I station.

Modification of CP

KNOB Long Beach, Calif.—Mod. CP w FM station for extension of com- tion date.

WSFL-FM Springfield, Mass.—Same.

WSNJ-FM Bridgeton, N. J.—Same.

WCOL-FM Columbus, Ohio—Same.

WSVS-FM Crewe, Va.—Mod. CP new I station to change ERP to 14 kw.

TENDERED FOR FILING

AM—980 kc

KFRD Rosenberg, Tex.—CP change m 980 kc 500 w D to 980 kc 1 kw-D w-N unl.

AWARDS to six Midwest stations, winners in Kroger Co. fall promotion contest, were presented at cocktail party given in Cincinnati early this month by the Ralph H. Jones Co., Kroger agency. Representing winning stations, Kroger and agency were: Seated (l to r)—Madeline Barry, WBOW Terre Haute, Ind.; R. Sanford Guyer, WBTM Danville, Va.; Lenore Little, WOOD Grand Rapids, Mich.; Joseph B. Hall, president of Kroger; Kathryn M. Hardig, assistant radio-TV director for agency, and John Sinclair, WCHS Charleston, W. Va. Standing—C. M. Robertson Jr., agency president; E. G. Feinthel, WLW Cincinnati; Jack Gelder, WCHS, and Marvin H. Hult, WMBD Peoria, Ill.

NEW STATIONS

Three Issued CPs

CONSTRUCTION permits for three new AM stations, one fulltime and two daytime only outlets, were granted last week by FCC. All were for South Carolina. One existing AM station was granted change in facilities.

New AM outlets were authorized at Union, S. C., to Union-Carolina Broadcasting Co.; Aiken, S. C., to Aiken-Augusta Broadcasting Co., and Greenville to Bob Jones U.

WNAG Grenada, Miss., licensed to Birney Imes Jr., received switch in frequency from 1490 kc to 1400 kc. Outlet operates fulltime with 250 w.

Details of new station grants:

Union, S. C.—Union-Carolina Broadcasting Co., 1460 kc, 1 kw, fulltime, directional night; estimated cost $38,178. Principals: E. H. Hughes, president-treasurer 26%; F. W. Symes, part owner of Union Buffalo Mills, Greenville, 56%; Katherine McK. Wilkinson, vice president 10%.

Aiken, S. C.—Aiken-Augusta Broadcasting Co., 1300 kc, 1 kw, daytime; estimated cost $13,575. Principals: William E. Benns, secretary-treasurer of WVOK Birmingham and WFEC Miami, 3%; Rutledge Anderson, secretary 40%; J. H. Wills, Dixie Engineering, Columbia, 28%; Gerald C. Merchant, secretary-treasurer WFGN Gaffney, 21%; Maria W. Skinner, vice president WFEC Miami, 5%; Aiken Chamber of Commerce 3%.

Greenville, S. C.—Bob Jones U. Inc., 1260 kc, 1 kw, daytime; Tennessee nonprofit corporation for educational purposes. Dr. R. R. (Bob) Jones, chairman board of trustees.

WOW FARMERS

Tour Members Give Talks

SINCE returning Dec. 20 from a 30-day visit to nine European countries, the 30 members (including 26 farmers) of the WOW Omaha Farmers' Trip to Europe [BROADCASTING, Nov 1, Nov. 29, 1948] have given 600 speeches and addressed more than 60,000 persons.

Appearances before audiences in Nebraska, Iowa, South Dakota, Minnesota, Kansas and Missouri have convinced members of the group that midwesterners have an intense interest in farm, economic, political and social problems in western Europe, according to Mal Hansen, WOW farm service director, who was tour leader. The tour group, which included besides Mr. Hansen and the 26 farmers, Bill Wiseman, WOW promotion manager, Robert McMillen of *The Farm Journal*, Philadelphia, and Lawrence Youngman, of Travel and Transport, Omaha, held a "reunion" dinner in Omaha March 9.

PUBLISHER PETITION

To Revoke WGBA Denied

A PETITION requesting revocation of licenses of WGBA and WGBA-FM Columbus, Ga., as an aftermath of a Ku Klux Klan meeting [BROADCASTING, March 29, 1948] was denied last Thursday by FCC.

The petition was filed by F. W. New, editor-publisher of the weekly *Georgia Tribune* at Columbus, who told FCC that the stations, owned by the local *Ledger-Enquirer*, had carried defamatory material about him, editorialized "in the guise of newscasts," and operated as "the editorial mediums" of the *Ledger-Enquirer*.

The charges, which grew out of an episode involving a Ku Klux Klan meeting near Columbus, were denied by A. E. Mickel, general manager of the stations. He said WGBA and WGBA-FM treated the episode just as "any hot story would have been," and also went to considerable trouble to get a statement from the Grand Dragon of the KKK and to broadcast one from Mr. New himself [BROADCASTING, April 5, 1948].

NBC Athletic Assn.

ALBERT WALKER, NBC executive assistant, has been elected president of the NBC Athletic Assn. Jo Dine, director of the press department, has been chosen first vice president. Other officers: Joan de Mott, controllers department, second vice president; Cal Wheeler, controllers department, treasurer; Kay Henderson, continuity acceptance department, secretary.

Upcoming

March 29: Wander Co. hearing before FTC continues, Cleveland, Ohio.

March 31: Radio Pioneers annual banquet, Toots Shors, New York.

March 31: Gagwriters Convention, Park Sheraton Hotel, New York.

April 4: WHAS Louisville transfer hearing resumes, FCC Hdqtrs., Washington.

April 4-8: Society of Motion Picture Engineers annual convention, Hotel Statler, New York.

April 6-8: AAAA convention, The Greenbrier, White Sulphur Springs, W. Va.

April 6-13: NAB Convention, Stevens Hotel, Chicago (April 6-9, Engineering sessions; 10, NAB unaffiliated stations conference; 11-13 Management sessions).

April 7-9: CBC board of governors meeting, Ottawa.

April 12: Brand Names Day, Waldorf-Astoria, New York.

April 23: IRE Cincinnati Section technical conference, Engineering Societies Bldg., Cincinnati.

April 25-27: All-Canada Radio Facilities annual meeting production and sales managers of mutually operated stations, Hotel Saskatchewan, Regina.

April 27: Second Annual TV Symposium of Screen Publicists Guild begins, Hollywood.

May 2-4: Radio Farm Directors sessions, Raleigh Hotel, Washington, D. C.

May 5-8: Institute for Education by Radio, Ohio State U., Columbus, Ohio.

May 16-19: RMA 25th annual Convention and Parts Industry Trade show, Stevens Hotel, Chicago.

May 26-27: Virginia Assn. of Broadcasters, Williamsburg, Va.

May 29-June 1: Advertising Federation of America 45th Annual Convention, Houston, Tex.

Aug. 25-28: AFRA annual convention, Palace Hotel, San Francisco.

Sept. 30-Oct. 9: Second Annual National Television and Electrical Living Show, Chicago Coliseum, Chicago.

MERCY APPEAL

WIRA, Baukhage Aid Child

LIFE of a two-year old boy, Donald Hill Jr. of Fort Pierce, Fla., was prolonged last week through the combined efforts of WIRA Fort Pierce and H. R. Baukhage, ABC correspondent in Washington. At the urgent request last Monday of the lad's father, WIRA manager Douglas Silver, after broadcasting local appeals, telephoned Baughage, who aired an appeal for "golden blood" (from persons cured of Leukemia) on his Tuesday 1 p.m. network news program. Prospective donors were flown to Fort Pierce via chartered plane.

Response was immediate and from far-scattered points. Donors wired and phoned from Flint, Mich.; Superior, Wis.; Portland, Ore., and Birmingham, Ala. Various specialists in the dread disease, that doctors feared would take Donny's life within four days, were recommended, along with the miracle drug, Aminopterin. Baukhage forwarded all information to WIRA and a Leukemia specialist was located in Birmingham. The boy and his mother were flown there immediately. He was treated with the drug and sent home, his blood count up considerably.

NATIONAL citation from American Legion has been awarded WHFC Cicero, Ill., for "distinguished and meritorious public service" and cooperation "in the presentation of programs for the betterment of community, state and nation."

At Deadline . . .

OWNERSHIP HEARINGS ORDERED IN TWO CASES

HEARINGS on ownership issues ordered by FCC in two cases: L. W. Andrews Inc., seeking new AM outlet at Davenport, Iowa (250 w day on 1580 kc), and WMAW Milwaukee, seeking license for its permit (1250 kc, 5 kw) and consent to involuntary transfer of control.

Commission indicated it wished to determine extent to which principals of L. W. Andrews Inc. participated in past operation of KICD Spencer, Iowa, which awaits proposed decision following revocation hearing last December. L. W. Andrews sold majority interest in KICD to Ben B. Sanders in 1945. Mr. Sanders has been charged by FCC with concealing and misrepresenting his financial qualifications [Broadcasting, April 19, 1948]. Comrs. E. M. Webster and Robert F. Jones voted for grant of new station.

In WMAW case, Commission said it wished full information on interests of Herbert and Myrtie Uihlein, both deceased, and certain other stockholders including Clifford A. Randall. Financial arragements also to be studied, FCC said. WMAW seeks involuntary transfer of control through switch of 10% interest from estate of Myrtie Uihlein to Mr. Randall and Wilke M. Zimmers as co-executors of estate. Messrs. Randall and Zimmers now hold combined 45% interest in station.

FCC AFFIRMS DELETION OF KARO(TV) CHANNEL 1 CP

INDICATING KARO(TV) Riverside, Calif., waited too long to seek retention of its television permit, FCC Friday affirmed cancellation of station's authorization for Channel 1 (44-50 mc), now reallocated to other services. Commission also denied request for additional time to build station; dismissed bid for special temporary authority to use Channel 6 (82-88 mc) at nearby San Bernardino, Calif., and requested KARO to decide in 30 days if it wished hearing on request for Channel 13 (210-216 mc) at Los Angeles, now assigned to KLAC-TV there.

Commission said it advised KARO in May 1947 that reallocation of Channels 1 and 2 were under consideration and that station failed to participate in public hearing on proposal being considered to reallocate Channel 1 and delete it at Riverside. Channel 6 is involved in San Diego hearing where five applicants seek three facilities, FCC said, and KARO is not party to proceeding. Regarding Channel 13 at Los Angeles, Commission said comparative hearing not in order as facility already granted KLAC-TV, but hearing on "objectionable interference" issue will be granted if desired.

KARO is owned by Broadcasting Corp. of America, licensee of KPRO (AM) Riverside and operator of several other AM and FM outlets in West.

ADMIRAL EARNINGS UP

EARNINGS and sales of Admiral Corp., Chicago, reached all-time high in 1948, firm's annual report shows. Net earnings were $3,782,825 compared with $2,248,186 for previous year. Earnings per share on million shares outstanding were $3.78, increase of 68% over $2.25 in 1947. Net sales of $66,764,266 increased 39% over previous year, and 85% over 1946. Net worth jumped 39%, from $7,795,460 to $10,814,886.

CURRAN NAMES SH&G

FRANK J. CURRAN Co., Aurora, Ill. (insecticides), has named Schoenfeld, Huber and Green, Chicago, to handle advertising. Radio will be used.

QUESTIONS RAISED FOR FCC ON TOWER SITE APPROVALS

QUESTION of possible change in procedure for handling antenna-site approvals by Civil Aeronautics Administration raised Friday in oral argument before FCC. Question in effect is whether applications should be referred to CAA for clearance of specified sites before hearings, as FCC once did, or after hearing, as now.

In argument on proposed decision to grant Belleville (Ill.) *News-Democrat* application for 1260 kc with 1 kw and deny that of WTMV East St. Louis for same frequency, Arthur W. Scharfeld, attorney for WTMV, asked for reopening of record on ground that CAA has refused to approve *News-Democrat's* proposed site. Change in site could change coverage, he claimed. In past, he said, FCC has denied applications which proposed sites objectionable to CAA.

Marcus Cohn, attorney for *News-Democrat*, denied site-approval was one of issues of hearing. He said reopening this case would mean any case could be reopened any time CAA disapproves or changes mind, and that CAA testimony henceforth might have to be presented during hearings. Slight modifications often can change CAA disapproval into approval, and in Belleville case, he said, CAA is now ready to approve.

CAA approval question also expected to be raised in forthcoming hearing, called by FCC Friday, on WOR New York application for new directional antenna and application of WDSM Superior, Wis. for 5 kw fulltime on 710 kc channel used by WOR. In WOR case, it was reported, CAA reversed usual procedure by refusing approval in Washington after field experts had approved. Observers meanwhile noted that FCC in past few weeks had stopped making proposed grants subject to CAA approval of transmitter site and antenna system but now specify, instead, that site and system must comply with FCC standards.

NAB RESOLUTIONS GROUP

RESOLUTIONS COMMITTEE for NAB Convention, to be held in Chicago April 6-13, named and meeting date set for 10 a.m., April 11, NAB President Justin Miller's office announced Friday. Seven-man committee, under chairmanship of Wiley P. Harris, WJDX Jackson, Miss.: Clyde Coombs, KARM Fresno, Calif.; Richard Borel, WBNS Columbus, Ohio; Robert D. Swezey, WDSU New Orleans; William McGrath, WHDH Boston; Phil Hoffman, WOL Washington; Edward Wheeler, WEAW (FM) Evanston, Ill.

NBC PLANS MAPPED

GROUNDWORK for fall advertising promotion, exploitation and publicity campaign of NBC and affiliates established in New York by Stations' Advertising and Promotion Committee and network officials in meeting completed Friday. Committee representing affiliates was named at recent NBC meeting in Chicago to implement resolution adopted there promising industry's greatest promotion campaign to date for fall season.

NEW ABC-TV AFFILIATES

ABC-TV announced Friday affiliation of three more stations—KSL-TV Salt Lake City, KMA-TV Omaha and WLAV-TV Grand Rapids. Stations expected to start operations in May, August and September, respectively. ABC-TV now totals 31 stations, 21 of which are operating.

SALE OF WMOB TO WEBER IN NEGOTIATION STAGE

NEGOTIATIONS for purchase of substantia interest in or all of WMOB Mobile, Ala. from Nunn Broadcasting Co. by Fred Weber, forme stockholder and general manager of WDSU New Orleans, reportedly under way and may be completed this week. Total sales price understood to be about $200,000. Mr. Weber has been supervising installation of new 5-kw facilities of WHBQ Memphis, but reportedly plans to move to Mobile in near future. WMOB, ABC outlet on 1230 kc with 250 w, is one of five Nunn stations and is headed by Gilmore N. Nunn. Others: WLAP Lexington and WCMI Ashland, Ky., KFDA Amarillo, Tex., and WBIR Knoxville, Tenn.

WOR-TV GETS ABC SPACE

ABC has leased 10,000 square feet of studio and office space in ABC Television Center, New York, to WOR-TV New York which begins operation this summer. Mutual TV station will start work immediately on two large studios, control and viewing rooms, and subsidiary facilities and offices. ABC and WOR-TV will share some audition and rehearsal studios. Address of WOR-TV will be 18 West 67 Street.

JOHN T. GEERY JR., formerly with Foote, Cone & Belding, New York, joins creative staff of Robert W. Orr & Assoc., New York.

Closed Circuit

(Continued from page 4)

pected to resign within 60 days to become general manager of KLAC-AM Hollywood. Move is in anticipation of FCC approval of station purchase by Ralph Atlass [Broadcasting, March 21].

NBC HAS MADE rebate to N. W. Ayer, agency for Sealtest, sponsor of Dorothy Lamour show which was cut off air during broadcast fortnight ago from opening of Hotel Shamrock, Houston. Interference from reveling guests caused cut-off. Restitution for talent costs on program reportedly offered to Sealtest by Glenn McCarthy, Shamrock owner.

FAME of Dr. F. L. Whan, head of department of speech and radio at U. of Wichita, in diary research field, has spread coast-to-coast. Understood he has been retained for new surveys in both California and Florida. For 14 years he has conducted Kansas studies under commission from WIBW Topeka and for 13 has made Iowa studies for WHO Des Moines. He has also made studies in Oklahoma and Illinois.

JACK BENNY and William S. Paley, CBS board chairman, meet in New York this week for television discussions. April 10 Benny broadcast is being transcribed in advance.

FCC-FTC-SEC subcommittee of House Interstate and Foreign Commerce Committee reserving pigeon-hole for pro-FM legislative proposals of Rep. William Lemke (R-N.D.). One Lemke measure (HR 65) demands allocation of section of 50 mc band to FM. Another (HR 856), upholding arguments of FM factions, would make FCC decisions containing technical or scientific errors appealable to courts.

METHODS of using extremely high power in frequencies above 1,000 mc being developed at West Coast university laboratory. New tube developments may solve some of TV's upper-frequency transmitter problems by adaptation of pulse technique.

KMBC KFRM

HEART BEATS

Kansas City, Missouri

from the Heart of America

March Trade Edition

Area Listeners Rate KMBC-KFRM First

"The Team" Ranks First In Recall Survey

The KMBC-KFRM Team leads all broadcasters in the Kansas City Primary Trade area, according to the results of a personal interview aided recall radio survey released in February by Conlan & Associates.

Conducted last fall at the Kansas State Fair, and the American Royal Livestock & Horse Show, the survey comprehended interview with 1,223 persons from 152 counties in the Kansas City Primary Trade area, within the half-millivolt contours of KMBC and KFRM, living in rural areas or in towns of less than 2,500 population. Sixteen of these counties are within the half-millivolt contours of both KMBC and KFRM.

Basic questions covered these six subjects: Stations Listened to Regularly; Favorite Radio Farm Editors and Market Reporters; Stations Listened to for News; Stations Listened to for Market Reports; Stations Listened to for Other Farm Programs, and Stations Listened to for Women's Home-Making programs.

In the KFRM Area study 812 persons residing in 96 counties within KFRM's half-millivolt contour were interviewed. The KMBC-KFRM Team ranked first in three out of the six categories. It is significant to note that KFRM had been on the air less than a year.

In the KMBC Area study 551 persons residing in 71 counties within KMBC's half-millivolt contour were interviewed. The KMBC-KFRM Team ranked first in all six categories on an "unweighted" basis, and ranked first in five out of six categories on a "weighted" basis.

The results of this personal interview compare remarkably with those of the Conlan coincidental survey conducted last fall, involving more than 100,000 telephone calls in the Kansas City Primary Trade area. Complete information on these surveys is available to advertisers and their agencies on request.

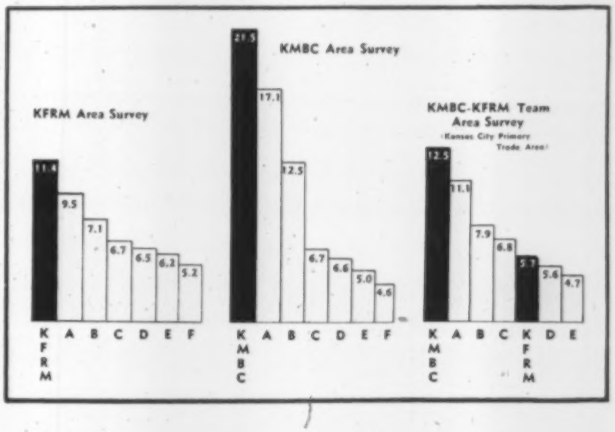
The KMBC-KFRM Team is first in listener preference throughout the great Kansas City Primary Trade area because listeners get the kind of program service they like and need from "The Team". The KMBC-KFRM Team provides advertisers with the most complete, effective and economical coverage of the huge Kansas City Primary Trade area, extending from central Missouri west to Colorado, and including counties in Nebraska and Oklahoma.

"The Team" Ranks First in Coincidental Survey

A Conlan radio survey of more than 100,000 calls, made last fall, gave The KMBC-KFRM Team first ranking daytime in the huge Kansas City Primary Trade area. Believed to be the largest coincidental survey of its kind, it reported radio listening for a one-week period from 8 a.m. to 6:30 p.m. in the area extending from Central Missouri west through Kansas to Colorado, and including a small number of counties in Nebraska and Oklahoma.

Essentially rural in character, the survey revealed that KMBC is the most listened to station, daytime, within a radius of slightly over 100 miles from Kansas City, and that KFRM is the most listened to station, daytime, in Kansas within KFRM's half-millivolt contour. The KMBC-KFRM Team ranks first by a wide margin among all broadcasters in the Kansas City Primary Trade area.

The graph below pictures these rankings!



KMBC 6th Oldest

CBS AFFILIATE PASSES 21-YEAR MARK

In February, 1928, KMBC became the 17th member of the Columbia Broadcasting System, and geographically the south-westernmost affiliate.

Later, when CBS was extended to the West coast, KMBC originated as many as 39 weekly programs to the western and southern CBS supplementary stations. Among the programs KMBC originated daily to the full CBS network were "The Texas Rangers," "Happy Hollow," and "Between the Book Ends" with Ted Malone. The latter was the first daily program fed to a coast-to-coast network and also televised. W-9XAL experimental TV station was then programmed by KMBC.

It was therefore fitting for The Texas Rangers to dedicate one of their new 1949 CBS Saturday afternoon coast-to-coast programs to their home station, celebrating its 21st anniversary.

This dedicatory program, on February 26th, originated in Hollywood where The Texas Rangers star on a half-hour television show on the CBS Los Angeles Times station, KTTV, each Monday night. The male quartet of the group first telecast on W-9XAL 16 years ago, when they were billed by KMBC as The Midwesterners, originating programs for CBS south and west.

WOODLAWN
DRUGS
COSMETICS
1567

PROPER COVERAGE *means everything!*

Yes, proper coverage *is* essential when you spend your radio advertising dollar. Station WJR with its 50-thousand watt signal covers the densely populated areas, the little towns and remote places. 97.4% of the population of WJR's listening area own radio sets. That is proper coverage. That is why WJR is Michigan's *greatest* advertising medium.

Call or write your nearest PETRY office

WJR

CBS
50,000 WATTS

FREE SPEECH MIKE

THE GOODWILL STATION, INC.—Fisher Bldg., Detroit

G. A. RICHARDS
Chairman of the Board

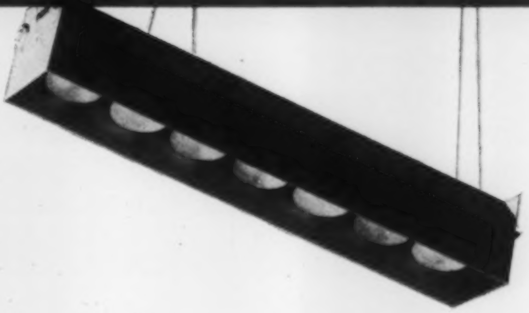
FRANK E. MULLEN
President

HARRY WISMER
Asst. to the Pres.

MARCH 28, 1949

TELECASTING

A Service of BROADCASTING Newsweekly



NBC
NBC
NBC
NBC

it takes all kinds

. . . and NBC is first in nearly every category of television programming. Each in its class, these are the regularly scheduled shows according to latest available Hooperatings:

Variety, Texaco Star Theatre . . . . NBC
Drama, Kraft Television Theatre . . . . NBC
Sports, Gillette Fights . . . . NBC
News, Camel News . . . . NBC
Forum, Author Meets The Critics—*General Foods* . NBC
Art, You Are An Artist . . . . NBC
Feature Film, Lucky Strike's Your Show Time . . . NBC
Juvenile, Howdy Doody—Mason—Unique . . . . . NBC

No. 1 in programs . . .

No. 1 in advertisers . . .

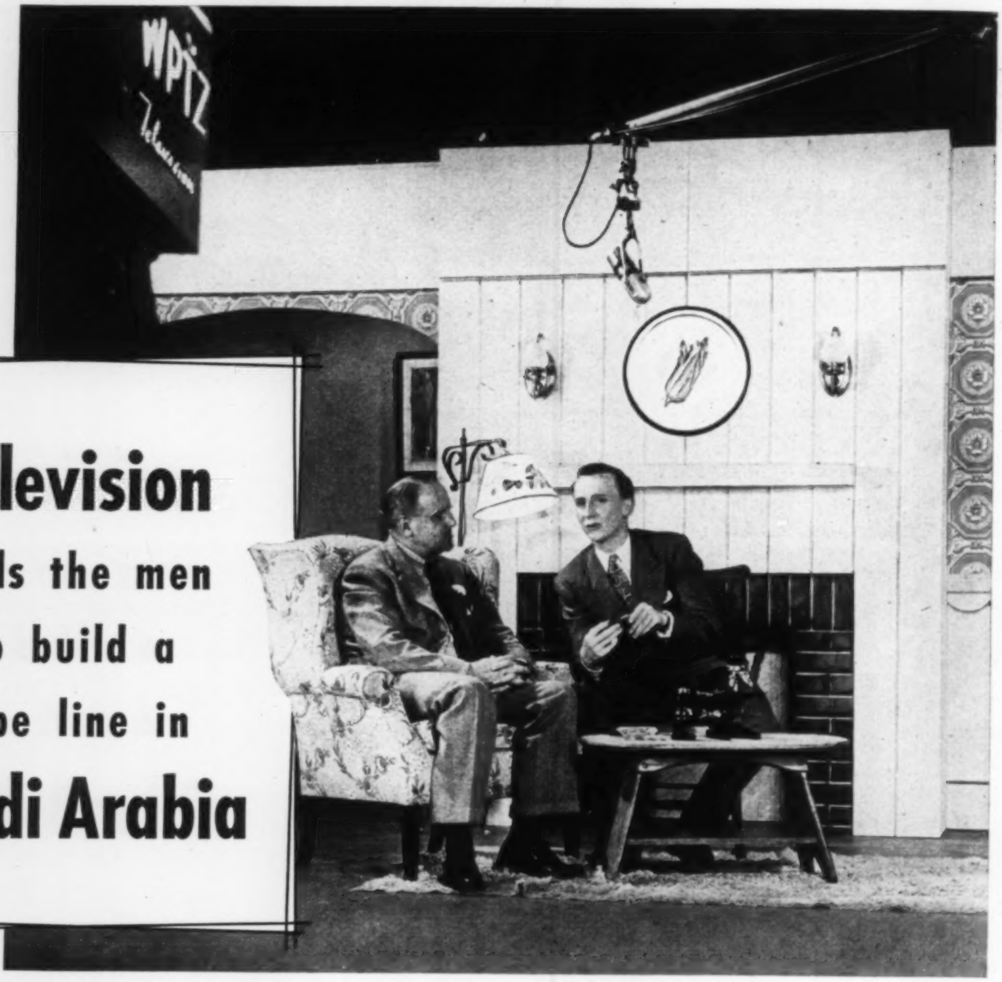
No. 1 in sponsored hours . . .

America's No. 1 Network

NBC Television

A Service of Radio Corporation of America

WHAT'S NEW IN TELEVISION? **TAKE A LOOK AT WPTZ!**



Television finds the men to build a pipe line in Saudi Arabia

Each Wednesday evening at 7:00 PM, the Corn Exchange National Bank and Trust Co. of Philadelphia sponsors a television program called "Open House" over WPTZ. It's a who's-who and what's-new sort of program bringing interesting people and ideas before the cameras.

A few weeks ago one of the guests on the program was a representative of the Bechtel International Corporation. It seems that his firm was building a pipe line in Saudi Arabia and were experiencing considerable difficulty in finding skilled craftsmen for the job. And no wonder—artisans were required to sign up for a year and a half and the locale was smacked-dab in the middle of the desert where the temperature goes to 130° in the shade.

Within 48 hours after the show, 248 skilled craftsmen applied for the job! Moreover, the Pennsylvania State Employment Service told us that the Philadelphia office of USES was the only employment office in the country to fill its quota on this job and it was not only filled, but filled three times over!

You may not need men for Saudi Arabia but if you have a product or service to sell in Philadelphia, the country's second largest television market (130,000 receivers), we think this incident indicates not only the selling power of television but the pulling power of a program on WPTZ.

If you would like further details on the Philadelphia audience and WPTZ's facilities and experience, drop us a line or call your NBC Spot Sales representative.

PHILCO TELEVISION BROADCASTING CORPORATION
1800 Architects Building • Philadelphia 3, Penna.
Telephone: LOcust 4-2244

WPTZ

FIRST IN TELEVISION IN PHILADELPHIA

NBC
TELEVISION AFFILIATE

A Service of Broadcasting Newsweekly

TELECASTING

MARCH 28, 1949

KINESCOPING

NBC Film Output Now Exceeds Hollywood by 50%

By HERMAN BRANDSCHAIN

KINESCOPE recording of television shows at NBC has mushroomed in one year from an experimental film operation to a production now outstripping Hollywood's output by 50%.

That fact was revealed Tuesday evening by Carleton D. Smith, NBC director of television operations, at a news demonstration of the network's kinescope recording equipment at Radio City.

Mr. Smith

According to Mr. Smith, the total output of film by the major motion picture companies in 1948 was 369 feature length films—or about 550 hours of product. At the average rate of nearly 14 hours a week of kinescope film, NBC television is producing an average of almost 700 hours of entertainment per year, or approximately 50% more than the Hollywood studios' output.

Expansion of kinescopic production first proceeded in geometric progression and is now down to an arithmetic progression, which still furnishes considerable delight to NBC statisticians.

Operations have increased over 100% since January. January figures showed a 100% jump over November. Envisioned is a 400 or 500% expansion in the coming year.

The operation has caused NBC to develop a department currently shipping 223 prints a week of 28 programs to video outlets from coast to coast, making the network in effect one of the country's major motion picture exchanges.

Mr. Hanson

Thus, kinescope recording has become a major television program medium. It has been a rather unexpected development, and has yet to make a profit.

It was explained that kinescopic recording entered its experimental stage about ten years ago. NBC engineers, under leadership of O. B. Hanson, vice president and chief engineer, were seeking a device to record programs for historic and legal reasons and also as a means of improving production techniques by furnishing program executives with a replay which could be studied critically. The technique of kinescopy improved so greatly, it was said, that it made possible its new use which has far overshadowed in importance the aims originally intended for it.

Now, such shows as the RCA Victor *Kukla, Fran & Ollie* are made available to 15 stations off coaxial lines via the kinescopic films; Motorola's *Believe It or Not* also goes to 15 outlets; Liggett & Myer's *Chesterfield Supper Club* is shipped to 12. *Philco Television Playhouse* currently enjoys the honor of "most kinescoped," going to 16 stations weekly and four additional ones on alternate weeks.

Further impetus to the NBC operation is foreseen this month, when its kinescopic recording studio in Hollywood will be completed. It will be the first such studio on the West Coast, and only slightly smaller than the $250,000 facilities in New York.

Up to now, all such recording facilities have been in New York, where four cameras, capable of recording two different programs simultaneously are in operation. High speed developing equipment can process film at a rate said to be three times the shooting time. Thus an hour show can be processed in three hours.

At the Tuesday news demonstration, the first ten minutes of the Milton Berle *Texaco Star Theatre* show was played back for reporters 50 minutes later, when they saw the curtain come down on the Berle show. Quality of the screened film was very much higher than the picture on the television screen previously seen on the live show.

Mr. Hanson explained some of the technical problems which had to be overcome before it was possible for the operation to record over 200 shows in February. These shows required 110 hours of equipment use and ate up 600,000 feet of 16mm film, which NBC research said was 113 miles of celluloid.

Mr. Hanson said the camera developed in cooperation with Eastman Kodak engineers is the "key to the situation."

A camera which could translate the 30 frames per second of the television image into the 24 frames per second of the standard motion picture had to be designed. This camera is focused on a kinescope tube with a power of 30,000 volts. Four times brighter than the average home viewing tube, it receives pictures piped by direct line from the NBC studios.

The speed of the camera, however, was not the only adaptation required. Film capacity of 1,200 feet, instead of the usual 400 feet, to allow for half-hour's continuous run, had to be built into the camera. This required a separate motor.

Still a further engineering problem was that of overcoming emulsion dust. Cameras in Hollywood, said Mr. Hanson, are used only a few minutes at a time, allowing a chance to clean out the emulsion dust between takes. NBC had to find some means of handling 1,200 feet of film without stopping and to eliminate emulsion dust collecting in the frame. This trouble was cured by the use of nylon pressure plates instead of the usual metal ones.

Problems Licked

"Needless to say," said Mr. Hanson, "all these problems were licked, and we have an installation at Radio City which has four cameras, three sound recording systems recording the sound on a separate negative, and two cameras equipped with a single system recording where the sound can be photographed on the same film as the picture. This latter method we use in photographing direct positives for rapid development and projection within the hour after the show has been performed. For release prints we make a negative picture and record the sound track on a separate film. These two negatives are then printed together on a release print.

It was not until last March, however, that the first perfected camera was delivered to NBC. Regular commercial use, except for the special job done on *Life*—NBC coverage of the national political conventions last June, did not begin until September. At that time, seven programs were recorded each week. As new equipment arrived, production doubled in a few weeks. Mass production quickly followed.

NBC set up a separate division to handle the operation. It is under the direct supervision of N.

(Continued on page 54-K)

TWO EXECUTIVES of Twin City Television Lab, Minneapolis, converse with Dr. Allen B. DuMont (center), head of Allen B. DuMont Labs, at a reception following Twin City's first graduation exercises. The exercises, held March 19 in the Lyceum Theatre, Minneapolis [BROADCASTING, March 21], featured Dr. DuMont as principal speaker. At left is Joseph H. Beck, Twin City's founder and executive director, who also was a speaker, and at right is William E. Gage, Twin City vice president. Twin City reports that in connection with the graduation exercises a large audience, including several radio and television executives, attended a 20-minute TV closed circuit presentation demonstrating various production techniques.

KLEE-TV IN THE BLACK

GROUNDWORK for KLEE-TV's debut was the signing last fall of an affiliation contract with CBS. Present then were (l to r): William Schudt, CBS director of station relations; Herbert V. Akerberg, CBS vice president in charge of station relations; W. Albert Lee, KLEE-TV owner; and Sidney Balkin, KLEE-TV general manager.

* * *

IN THE high-cost field of television station operation, where red ink is still taken as a matter of course, KLEE-TV Houston has achieved a reversal of form which should be gratifying to the management and encouraging to all telecasters.

KLEE-TV will have been on the air three months next Friday (April 1)—and will have spent more than two of them in profitable operations.

The station broke even in the third week it was on the air, and at the end of its second month its profits totaled $5,000. Operating budget for a four-week period is $13,609—monthly, $14,742.

KLEE-TV is operated in conjuction with KLEE, but the two operations are completely divorced and there is no overlapping of personnel. Sidney Balkin is general manager of the TV station.

Mr. Balkin, 26-year-old Houstonian who had five months AM experience at KLEE before assuming his present job eight months ago, combines managerial duties with selling. As the station's only salesman, he has netted more than $300,000 in national and local business since KLEE-TV took the air Jan. 1. Of this $150,000 was signed before then.

KLEE-TV is Houston's only video station, operating for 3,000 sets. It bills more national spot business than any station in a comparable market with that number of sets, according to Adam Young Jr., national representative. He reports there will be only eight one-minute availabilities for five months after April 1 unless KLEE-TV time periods are extended.

Mr. Balkin's formula operates smoothly and simply. Bulk of programming (approximately 50%) is sports remotes, and station has secured free rights for a year in everything except baseball (Houston Buffaloes sold rights for $20,000). Remotes will not be supplanted by network shows, as KLEE-TV handpicks sustainers from all the TV networks and spots them as it chooses. The station will remain independent, as revenue is lost on local shows when network programs are piped in by cable, Mr. Balkin believes.

Studio shows are minimized because of high rehearsal and talent costs. Dramatic shows calling for expensive sets and production have not been telecast, and will take only a small part in future overall programming. Day and evening rates are the same, with no preferred times. Base is $200 an hour and $30 for a one-minute film commercial; both subject to additional 20% for live action.

In February, Mr. Balkin sold 16 live remotes (telecast in 14 days), including high school and collegiate basketball, Golden Gloves, wrestling and eight rodeo performances. From Jan. 1 to March 1 there were 42 remotes, all sold. His station expects to telecast 45 high school and collegiate football games next season. Station is on the air an average of 28 hours weekly.

Top Sponsors

Ace sponsor is Galveston-Houston Breweries (Southern Select beer) which has bought wrestling and baseball games for $100,000. Joskey's, department store, sponsors *INS Telenews* Mondays through Fridays for 10 minutes and Sundays for 20 minutes for $39,000.

Reception has been reported as far as Long Beach, Calif., Lansing, Mich., and Longwell, Ill. KLEE-TV is located ten miles out of Houston. It is owned by W. Albert Lee, Texas multi-millionaire and rancher.

Staff personnel is kept at a minimum, with, for example, two producers and two announcers who alternate. Bonuses were given each of the 26 TV employes the day KLEE-TV took the air as a reward for their pre-debut work.

THE success of KLEE-TV in its initial three months of operations, as outlined here, is indeed a healthy sign in television's progress. While many operators of joint AM-FM-TV have overlap in personnel, it is pointed out that KLEE and KLEE-TV are completely divorced.

UHF BAND

Power Development Is Key—Coy

FCC'S DECISION on opening the UHF television band "may be some time off" but when those frequencies are activated there'll probably be some inter-mixing of UHF and present VHF channels within some cities, FCC Chairman Wayne Coy said last Wednesday.

"The industry now knows that we can utilize the UHF band," he declared. "What is not known is how effectively we may be able to utilize it. The development of power for these frequencies is a key to that problem—and the development of real power for these frequencies is still in the laboratories."

Substantially reiterating an earlier prediction, he said he "expected" the Commission will reach a decision on VHF television allocations "during May or June" [BROADCASTING, March 7]. Observers took this to mean the current TV freeze might be lifted in July or August, in view of the time lapses necessary between a decision and its effective date.

It may also mean, authorities observed, that the decision might come during the absence of Chairman Coy and Vice Chairman Paul A. Walker, who are tentatively slated to leave in early May for the International Telephone and Telegraph Conference in Paris [BROADCASTING, March 21].

Sees Improvement

The FCC chief said "it is now certain" that a "substantial improvement over our present television allocation plan" will arise out of work being done during the freeze. He specifically cited two possible methods of reducing interference: Greater distance between stations ("200 to 220 miles apart instead of 100 to 150 miles") and synchronization of carrier frequencies of co-channel stations. But he noted that synochronized stations are still subject to interference from adjacent - channel stations located too near.

He regarded Stratovision's future as "linked with the development of the UHF for television," declaring that "unfortunately the present 12 television channels are insufficient to provide an opportunity now for the development of Stratovision on a commercial basis." He reiterated that the wide coverage potentialities of air-borne transmission raise "a most difficult problem" of free-speech and monopoly which FCC must carefully consider.

Chairman Coy's observations—including flat assurance that use of TV's 12 present channels will continue—came in a luncheon address before the Advertising Club of Baltimore, whom he told to be prepared for changes in the advertising field as a result of television's growth.

"By the time there is a 50% [TV] saturation of homes," he said, "advertisers will be concentrating on television."

He told the advertising industry that "much if not most of the dissatisfaction with radio" in recent years is due to types of programming and commercial excesses

(Continued on page 54-F)

Should a Radio Representative sell Television Time?

WE THINK NOT!

No more than a margarine salesman should sell butter. Or a newspaper representative should sell radio time.

Radio and television are strongly competitive media.

Each needs aggressive selling. Each should be represented by a specialized sales organization. Mere Time brokers cannot provide effective sales power for either.

Blair-TV, Inc., is television's first exclusive national representative firm. Blair-TV salesmen devote all of their time, energy and talents to the sale of television time and programs.

Like all TV station owners, we are investing today in television's tomorrow. We, too, are solely interested in making your TV operation profitable . . . *fast.* We will be happy to discuss it with you.

William H. Weldon
PRESIDENT

BLAIR TV INC.

NATIONAL REPRESENTATIVES OF
LEADING TELEVISION STATIONS

NEW YORK • CHICAGO • ST. LOUIS • DETROIT • LOS ANGELES • SAN FRANCISCO

THE MAN FROM

SCOTLAND YARD

A new television mystery series on film. Although each film is complete in itself "THE MAN FROM SCOTLAND YARD" is designed to hold and build an audience week after week. Available on a national or local basis. Wire for screening prints.

Our experience in working with advertisers and agencies and in serving 95% of all television stations daily is now available to you.

Our library of over 100 subjects ranging from cartoons to full length features can be applied to your specific program needs. Write for catalog.

Now in production "Adventure Album," a new television series, based on adventure stories from the Black Emperor of Haiti, to the mysteries of the tombs of Rameses II and Tutkenhamen, featuring the well-known explorer Tom Terriss. Screening prints available.

FILM EQUITIES CORP.
SERVING TELEVISION

1600 BROADWAY
NEW YORK 19, N. Y.
Circle 7-5850 - 1-2-3-4

UHF Band

(Continued from page 54-D)

which stations have permitted advertisers and agencies to prepare. He called upon industry to recognize and respect licensees' responsibility to serve the public interest, declaring:

> **It is far better for an industry to police its members and to exercise self-regulation and self-restraint than to let matters drift until the public demands regulation by other measures. Now, while television is still in its infancy, is the time for leaders in the advertising business to act to bring the backward elements into line for a truly progressive and affirmative program of television advertising in the public interest.**

On Obsolescence

Chairman Coy described the current controversy over TV set obsolescence [BROADCASTING, March 14, 21] as "something of a tempest in a teapot" which nevertheless has created "definite pressure" for adoption of the present VHF television system as standard for UHF.

He promised flatly that the 12 present VHF channels "will not be eliminated" and said that TV sets now on the market "obviously" will be able to "get service from these channels continuously."

They "probably" will not be able to tune the UHF range if color, high-definition black-and-white or other standards incompatible with the VHF system are adopted, he said. If UHF-VHF systems are compatible, he added, "the problem of obsolescence will be a relatively minor one and, in my opinion, a small price to pay for the development of a nation-wide competitive system of television."

"I do not think that anybody buying a television set today had had a fraud perpetrated on them," he declared.

The FCC chief said the Commission "hopes to be able to provide additional channels for television as soon as adequate information is available to enable the drafting of standards for such service." The sufficiency of information provided the only real argument of the UHF hearings last September, he explained. "Most" witnesses thought present data was enough; "some few" thought another hearing should be held this year.

Chairman Coy summarized his views on both bands and on obsolescence in a discussion of the Baltimore situation, where three VHF channels are allocated and in use:

> **If the ultra-high-frequencies are authorized by the Commission, there is no doubt in my mind but that some of those frequencies will be utilized for television in this city. When such UHF stations are authorized, there will be a degree of obsolescence in Baltimore for all of those receivers not equipped to receive television from the UHF.**
>
> **The degree of obsolescence will be determined by each individual owner by his desire to get television service from such UHF station or stations as may be established here. If he wants service from the new stations badly enough, he can make his present receiver render him service by the addition of a piece of equipment known as a converter. Or he can buy a set that has been engineered to receive a television signal from either the VHF or the UHF frequencies.**
>
> **If I lived in Baltimore I would have no hesitancy today in buying a television receiver. I would not wait until the FCC had decided what they were going to do about the UHF because that may be some time off, and more than that, the time to develop transmitters and new receivers after such a decision is made means that a considerable length of time will have elapsed before I could get any service from a UHF station. I would buy a television receiver today because of the many worthwhile programs now available on television.**
>
> **. . . I would want to enjoy them now. I would not want to wait until some bureaucratic agency decided whether there was sufficient propagation data available to write new standards. Nor would I want to wait on some equally bureaucratic industrial establishments to produce television sets at some indefinite date in the future.**
>
> **Until such time as the Commission makes a decision the radio manufacturing industry cannot know, with any degree of certainty, what kind of receivers to make for the future. But we at the Commission cannot rush scientific development nor can we make it conform to a time schedule. . .**

Mr. Coy said the progress made by advertising in the last two centuries "is nothing, in my opinion, compared to the progress that must be made by the advertising profession in utilizing this newest medium—television."

He said that "television will equip advertising to magnify greatly its role in merchandising, in sustaining our mass production-mass consumption system, in raising our living standards, in bolstering our whole economy"; that "this effectiveness means that television, costly as it is, will in due time become an economical medium for the advertising, demonstration and selling of goods and services"; and that "based on sales, it can bring results that will justify larger expenditures than other media."

He repeated his prediction of 800 to 1,000 TV stations in six or seven years, and coast-to-coast network television in two or three.

He told the advertising club that "television cannot grow into a nation-wide system serving all the people, cannot become economically strong and independent, cannot perform the functions of a free mass communications medium in a free society without an alert, enterprising and flourishing advertising system." And, he added, "television in turn holds the promise of carrying American advertising to new heights of achievement."

TV SET MAKERS *Form Own Association; Outline Aims*

SEVENTEEN television set manufacturers met in the Advertising Club, New York, last Monday and unanimously decided to form a television manufacturers association. The meeting had its hectic moments as the producers proceeded "to let their hair down" about unfair practices ranging from price cutting to advertising practices.

Speakers said such an organization was necessary because of "inadequacies" of the Radio Manufacturers Assn.

They said the purpose of the new organization would be, in part, to take action against unfair price cutting; to set up a code of ethics for the industry; to foster cooperation between manufacturers and telecasters; to speak for the industry in problems common to all set producers, and to exchange technical information.

No representatives of large manufacturers attended and tasks set by provisional officers and committees included getting RCA, Philco, DuMont and Emerson to join.

When criticism was voiced that no big set producers attended the first meeting, Michael Kaplan, president of Sightmaster Corp., who called the meeting and was elected temporary president, explained that he had sent letters to 66 manufacturers, including the big ones.

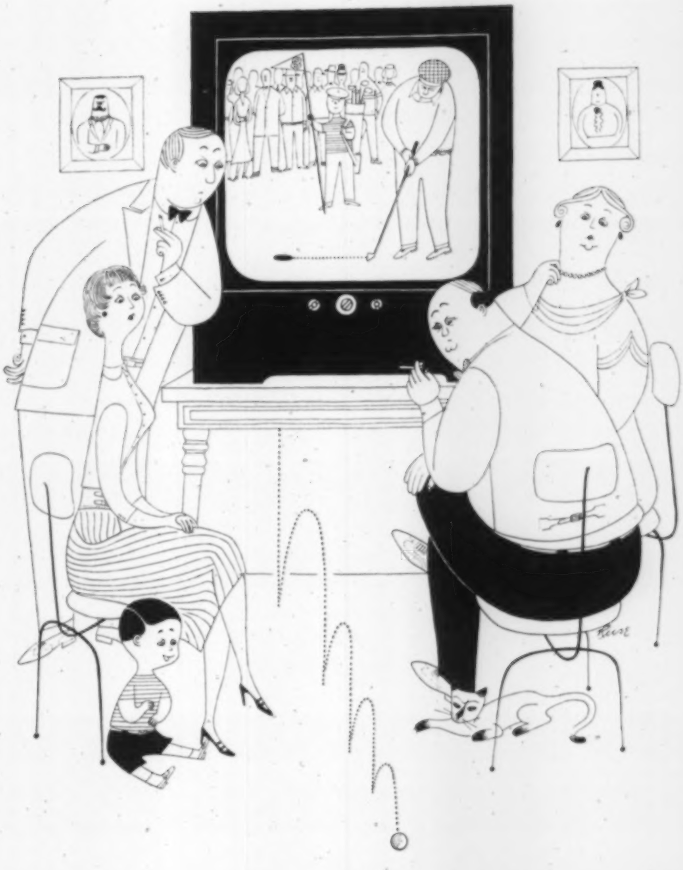
He and others argued, however, that absence of the "big fellows" shouldn't dissuade those present because it was the history of most trade associations that smaller businesses ordinarily pioneered such organizations and that if a big company were to take the lead the association might become suspected as a mouthpiece or tool for big business.

Only proposal which the manufacturers voted down was a motion to send a telegram to President Harry S. Truman asking him to act "immediately in the public interest" by telling the public the facts in the UHF controversy which became intensified by the Zenith advertising campaign [BROADCASTING, March 21].

Mr. Kaplan spoke for the telegram project as did Herbert Mayer, president of Empire Coil Co., a parts manufacturer which also is building WXEL (TV) Cleveland. Both Mr. Kaplan and Mr. Mayer announced that their companies had started a million-dollar damage suit against Zenith because of its advertising campaign (See page 54).

The Zenith campaign itself cropped up repeatedly in discussions of various subjects. The RMA was criticized for "straddling the Zenith issue." RMA also was criticized as not adequate to protect television manufacturers because of its dominance by "radio interests." It was denominated by Irving Kane, president of Royal Television Corp., as "a collection agency for parts manufacturers" which did not represent television manufacturers.

Other temporary officers elected were: Robert G. Kramer, Remington Radio Corp., vice president, and Mr. Mayer, secretary-treasurer. An organization committee was named to draw up a constitution, by-laws, statement of purposes and plans for a permanent organization.



Sure, Television's amazing

–and it's practical, too!

(TO SEE HOW PRACTICAL, TURN TO BACK PAGE OF PROGRAM SCHEDULE)

Super Circus L (E-M)				*Cartoon Teltales* L (E)		Kellogg Co. Singing Lady L (E-M)				*ABC TV Players* L (E-M)		*Hollywood Screen Tests* L (E-M)	
Scrapbook[2] L (E)		*Western Film* F (E)				*Public Service* L/F (E)		Ford Motor Co.[3] Ford Theater L (E)				Lincoln-Mercury Toast of the Town L (E) K (M)	
			Telenews Weekly F (E)	Co-op *Birthday Party* L (E)		*Ted Steele* L (E)		P. Lorillard Co. Original Amateur Hour L (E-M) K (NI)					
										Textron The Hartmans L (E)		General Foods Corp. Lambs Gambol L(E) K(M)	
								News and Views L (E-M)	*Earl Wrightson* L (E-M)				
						Lucky Pup L (E-M) K (NI)		*Your Sports Special*[4] L (E)	*Manhattan Showcase* L (E) K (NI)	*CBS TV News* L (E-M)	*Make Mine Music* L (E) K (NI)	Philip Morris Tex & Jinx L (E-M)	
				Co-Op Small Fry Club L/F (E-M)		*Teen Time Tunes* L (E)	*Vincent Lopez* L (E-M)	*Inside Photoplay* L (E)		*Manhattan Spotlight* L (E)	*Russ Hodges* L (E)	*Newsweek Views the News* L (E-M)	
		Howdy Doody L(E-M)						RCA Kukla, Fran & Ollie L (E-M) K (NI)		*Henry Morgan Show*	Reynolds News F (E-M)	*Song and Dance* L (E)	
								News and Views L (E-M)	*Joe Hasel* F (E-M)	*On Trial*		*Film Shorts* F (E)	
						Ipana *Lucky Pup* L (E-M)		*Your Sports Special* L (E)	*Joe Hasel* F (E)	Oldsmobile News	*Make Mine Music*	*Cross Question* L (E-M)	
				Co-Op Small Fry Club L/F (E-M)		*Teen Time Tunes*	*Oky Doky Ranch* L (E-M)	Co-op *And Everything Nice* L (E)		*Manhattan Spotlight* L (E)	*Russ Hodges*	*Feature Theater*	
		Howdy Doody L (E-M)						RCA Kukla, Fran & Ollie L (E-M) K (NI)		*Henry Morgan Show*	Reynolds News F (E-M)	Texas Co. Texas Star Theatre L (E-M)	
								News and Views L (E-M)	*Child's World* L (E-M)				
						Lucky Pup L (E-M)		*Your Sports Special* L (E)	*Manhattan Showcase*	*CBS TV News* L (E-M)	Polaroid *Masters of Magic*	Liggett & Myers Tobac Godfrey and His Frie L (E-M) K (NI)	
				Co-Op Small Fry Club L/F (E-M)		*Teen Time Tunes*	*Vincent Lopez*	*Inside Photoplay*		*Manhattan Spotlight* L (E)	*Russ Hodges*	*Charade Quiz* L (E)	
		Howdy Doody L (E-M)						RCA Kukla, Fran & Ollie L (E-M) K (NI)		*Henry Morgan* L (E)	Reynolds News F (E-M)	*Show Business Inc.* L (E)	
								News and Views L (E-M)	*Wren's Nest* L (E-M)	*Film Shorts* F (E)		TBA	
						Ipana *Lucky Pup*		*Your Sports Special* L (E)		*CBS TV News* L (E-M)	*Make Mine Music*	Wine Industries Scott Paper Co. *Dione Lucas* L (E)	
				Co-Op Small Fry Club L/F (E-M)		*Teen Time Tunes*	*Oky Doky Ranch*	*Delora Bueno* L (E)	*Jack Leonard* L (E)	*Manhattan Spotlight* L (E)	*Jack Eigen* L (E)	*Operation Success* L (E)	
		Howdy Doody L (E-M)						RCA Kukla, Fran & Ollie L (E-M) K (NI)		*Henry Morgan Show*	Reynolds News F (E-M)	Cluett Peabody Arrow Show L (E) K (M)	
								News and Views L (E-M)	*Wren's Nest* L (E-M)			*Vaudeo Varieties* L (E-M)	
						U.S. Rubber *Lucky Pup*		*Your Sports Special* L (E)	*Manhattan Showcase*	*CBS TV News* L (E-M)	*Blues by Bargy*	*Adventures in Jazz* L (E)	
				Co-Op Small Fry Club L/F (E-M)		*Teen Time Tunes*	*Vincent Lopez*	*Inside Photoplay*		*Manhattan Spotlight* L (E)	*Russ Hodges*	Admiral Corp. Broadway Revue L (E-M) K (NI)	
		Howdy Doody L (E-M)	Unique Art Hwdy. D'dy L (E-M)					RCA Kukla, Fran & Ollie L (E-M) K (NI)		*Henry Morgan Show*	Reynolds News F (E-M)	Admiral Broadway Revue L (E-M) K (NI)	
								News and Views L (E-M)	*Wren's Nest* L (E-M)	*Feature Film* F (E)			
						Lucky Pup L (E-M)				*Quincy Howe* L (E-M)			
		Children's Sketch Book								*TV Screen Mag.* L (E) K (NI)		*Saturday Night Jamboree* L (E)	

Cele L	*Sing-Copation* L (E-M)	TBA	*Music in Velvet* L (E-M)		*Bowling Headliners* L (E)		Edelbrew Bowling Headliners L (E)	*Bowling Headliners* L (E)	
Mercury he Town K (M)	General Electric Fred Waring's Pennsylvanians L (E-M)				*Weekly News Review* L/F (E)				
Genera rp. Author tics L(E)	Philco Corp. TV Playhouse L((E-M)[1]				Disney Hats News F (E-M,NI) (to 10:10)	Bates *Around the Town* L (E-M)	*Who Said That?* L (E)		
Ba L	A.Stein&Co. Identify L (E-M)	*Skip Farrell Show* L (E-M)							
La Godfrey's couts	Ford Motor Co. *Through the Crystal Ball*		General Foods Corp. Goldbergs L (E-M)						
Door e L (E)	*Films* F (E)				R. J. Reynolds *Camel Caravan of Sports*				
Chev. Di Mtrs. Chev. L	Colgate-Pal.-Peet Co. Colgate Theatre L (E) K (M)		Firestone Tire & Rubber Americana L (E) K (M)		Gillette Fights L (E)				*Newsreel* F (E)
Fi	TBA		*Film Shorts* F (E)		Co-op Boxing (to midnite) L (E-M)				
estion M)	Gulf Oil Corp. We the People L (E)		Electric Auto-Lite Suspense* L (E-M)		Household Fin. Bdct'g. with Barry* L (E)	*Blues by Bargy* L(E) K(NI)			
heater	*DuMont Labs* School House L (E-M) K (NI)								
Co. heatre M)	Procter & Gamble I'd Like to See L (E)		Motorola Believe It or Not L (E) K (NI)		*Wrestling* L (E-M)				
Cri e	*Film Shorts* F (E)	*Feature Story* L (E)	Co-op Wrestling L (E-M)						
Tobacc is Frie K (NI)	Whitehall Pharmacal Mary, Kay & Johnny L (E)		*Kobbs Korner* L (E) K (NI)		P. Ballentine & Son Tournament of Champs. L (E-M)				
Gro es L (I)	Co-op *Swing Into Sports* L (E-M) K (NI)								
Vi	Kraft Foods Co. TV Theatre L (E-M)				*Meet the Press* L (E)				
Ad o L	*Feature Film* F (E)				*Roller Derby*				
	R. J. Reynolds Tobacco Co. Basketball L (E)								
Key ing	DuMont Labs Window on the World L (E-M) K (NI)								
S S L (E M)	Gulf Oil Corp. Gulf Road Show L (E)		Bigelow-Sanford Bigelow Show L (E-M) K (NI)		*Musical Miniatures*				
rieties	Bristol-Myers Break the Bank L (E-M)		TBA	TBA					
Wh rth	*Science Review* L (E)		*People's Platform*						
rp. evue (NI)	Whelan Drug Stores *Front Row Center*								
evue (NI)	Bonafide Mills Stop Me If You've Heard This L (E)		American Tobacco Co. Your Show Time F (E-NI)		Gillette Fights L (E-M)				Lgt. & M.[5] Supper Club L (E-M)
Th	*Stump the Authors* L (E-M)		*Stand By for Crime* L (E-M)		*Roller Derby*				
	Track Meet or Basketball								
Fil	*Feature Film* F (E)								
Edd	Crosly Div., AVCO *Who Said That* L (E-M)		Basketball (to 11:15) L (E)						

DuMont affiliates on a Co-Op basis: 10 a.m., [illegible] Room; 10:30, Welcome Neighbor; 11, Stan Shaw; 12, Amanda; 12:15, Sidewalks of New York; 12:30, [illegible] Headlines; 12:45, Girl, Piano, Audience; 1, Okay Mother (to 1:30); [illegible] Photoplay; 3, Needle Shop; [illegible] Speaking (to 3:30).

TELEFACTS YOU NEED TO KNOW

IS TELEVISION RESEARCH COSTLY?

Sure,
When One Client
Foots the Bill!

BUT, when many clients subscribe to an identical service on a cooperative basis, the cost is relatively small. Monthly TelePulse reports in New York, Chicago and Philadelphia are supported on a cooperative basis by 33 clients, including:

Television stations
Radio stations
Networks
Advertising agencies
Producers
Advertisers

* * *

Monthly TelePulse reports in these three cities are available to you.

For Further Information —

— and for Telefacts

Ask The Pulse

The 100% Yardstick of TV Measurement

THE PULSE INCORPORATED
ONE TEN FULTON STREET
NEW YORK SEVEN

Advertisers who keep their eye on the ball turn to CBS-TV, which today has the largest average audience, noon to midnight, seven days a week. That's why CBS-TV's billings for the first quarter of 1949 are 40 times greater than for the first quarter of last year.

CBS-TV

NOW OPERATING IN 31 MAJOR MARKETS

Kinescoping

(Continued from page 54-C)

Ray Kelly, assistant director of the film division. Frank C. Lepore, manager of film operations, and Victor Borsodi, assistant manager of film operations, work under his direction. On the engineering staff, Herbert de Groot is technical supervisor of film recordings.

Now Messrs. Kelly and Lepore have to supervise the shipping of 35 prints nightly from NBC. The traffic problem alone is complex, often involving train, bus and motorcycle schedules in the transport of a single can of celluloid. Often, en route, a shipment may have to be re-routed because of grounded plane.

Also currently employed in the project are five men at the network Radio City film exchange; two cutters and editors; seven library men; three men at NBC's 106 St. studio film exchange and 15 engineers and technicians.

What the future of the operation will be when cable lines may form a network across the country to all major outlets, remains to be seen. NBC is convinced of its importance in the next several years and hopes eventually to make a profit from it. Cost to the network currently was not disclosed.

NBC programs being kinescoped, as of March 22:

Americana (Firestone), Mondays, 9:30-10 p.m., 4 stations.

Kukla, Fran & Ollie (RCA Victor), Monday-Friday, 7-7:30 p.m., 15 stations.

Chevrolet on Broadway (Chevrolet), Monday, 8:30-9 p.m., 2 stations.

Colgate Theatre (Colgate-Palmolive-Peet), Monday 9-9:30 p.m., 5 stations.

Believe It or Not (Motorola), Tuesday, 9:30-10 p.m., 15 stations.

American Songs, Tuesday, 7:30-7:45 p.m., 4 stations.

Texaco Star Theatre (Texaco), Tuesday, 8-9 p.m., 9 stations.

Howdy Doody, Tuesday, 5:30-6 p.m., 5 stations. Wednesday, 5:30-6 p.m., 3 stations.

Young Broadway, Wednesday 7:30-7:45 p.m., 6 stations.

You Are an Artist, Thursday, 9-9:30 p.m., 11 stations.

Gulf Road Show (Gulf Oil Co.), Thursdays, 9-9:30 p.m., 11 stations.

The Bigelow Show (Bigelow-Sanford Carpet Co.), Thursday, 9:30-10 p.m., 9 stations.

The Arrow Show (Cluett Peabody), Thursday, 8-8:30 p.m., 2 stations.

Swift Show (Swift Co.), Thursday, 8:30-9 p.m., 1 station.

The Admiral Broadway Revue (Admiral Corp.), Friday, 8-9 p.m., 10 stations.

Chesterfield Supper Club (Liggett & Myers), Friday, 11-11:15 p.m., 12 stations.

Stop Me If You've Heard This One (Bonafide Mills), Friday, 9-9:30 p.m., 11 stations.

Television Screen Magazine, Saturday, 7:30-8 p.m., 5 stations.

Around the Town (Bates Fabrics), Sunday, 10-10:30 p.m., 1 station.

The Hartmans (Textron Inc.), Sunday, 7:30-8 p.m., 2 stations.

Author Meets the Critics (General Foods), Sunday, 8:30-9 p.m., 1 station.

Lambs Gambol (General Foods), Sunday, 8-8:30 p.m., 1 station.

Philco Television Playhouse (Philco Corp.), Sunday, 9-10 p.m., 16 stations weekly and 4 additional stations alternate weeks.

WBAL and
WBAL-TV
Mean
Business
in
Baltimore!
NBC AFFILIATE
Nationally Represented By
Edward Petry Co.

REDMOND NAMED

Gets New CBS Video Post

RICHARD J. REDMOND, for the past year assistant to J. L. Van Volkenburg, CBS vice president in charge of television, last Tuesday was appointed director of CBS general television operations in New York.

Mr. Redmond's assignment is newly created.

From 1934 to 1938 Mr. Redmond was in sales promotion and research departments of CBS. From 1938 to 1942 he was with Mutual in promotion, advertising and research capacities. He served in the Air Transport Command for three years. After his discharge he operated a Muzak franchise in Columbus, Ohio, until February 1948, when he rejoined CBS as Mr. Van Volkenburg's assistant.

John Guedel Named

JOHN GUEDEL of John Guedel Radio Productions was elected president of Radio and Television Directors Guild for the coming year at meeting held March 18. Other officers elected include Murray Bolen, vice president; Sterling Tracy, treasurer, Helen Mack, secretary.

Canada Dry on TV

CANADA DRY Ginger Ale Inc., New York, will sponsor the first half-hour of the ABC-TV *Super Circus*, starting April 3. The program is telecast over an eight-station ABC television network Sunday afternoons, 5-6 p.m. Sponsorship will cover the 5-5:30 segment. Initial 13-week contract was signed through J. M. Mathes Inc., New York.

WLWD (TV)

Operates 30 Hours Weekly

CROSLEY Broadcasting Corp.'s WLWD(TV) Dayton began its first complete week of 30-hour operation March 21, John T. Murphy, general manager, announced. Station started operations on an experimental basis March 15 and initiated a full day's schedule March 18. WLWD operates on Channel 5 (76-88 mc).

Station goes on the air at 3:30 p.m. Monday, Wednesday and Friday; and at 3:45 p.m. on Tuesdays and Thursdays, with a test pattern interval between afternoon and evening programs. Saturday programming begins at 7:20 p.m. and Sunday telecasting begins at 3:30 p.m. Sign-off time is 8:00 p.m. weekdays, 10:00 p.m. on Saturday and 10:15 p.m. on Sunday.

Most WLWD programming consists of originations from WLWT, sister station in Cincinnati; plus NBC kinescope features, including *Broadway Revue*, *TV Playhouse*, *Kukla, Fran and Ollie*, and Dayton events including 70 home baseball games, most Dayton speedway auto races and other local events.

AMUSEMENT TAX

Phila. Acts to Exempt TV

PHILADELPHIA City Council's finance committee has voted unanimously to exempt from the city's amusement tax television sets in taprooms, night clubs, hotels, cocktail lounges and similar places. No one appeared before the committee to support the proposed tax, which would have imposed a $10 annual levy plus 5% of the gross receipts on 2,000 taprooms. City Council is expected to uphold the finance committee's action.

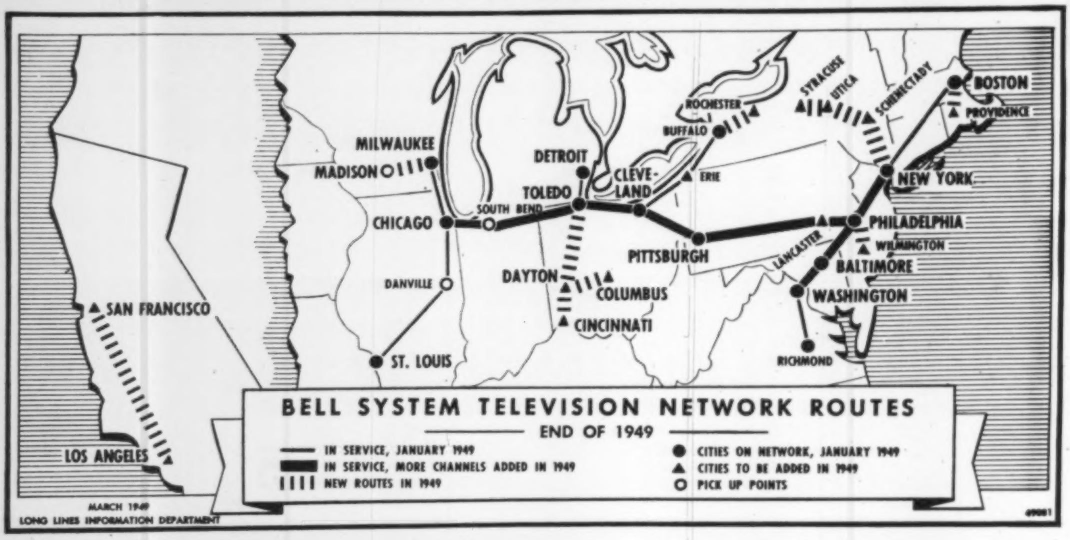
The Pennsylvania State Supreme Court ruled recently that television offered by such establishments constituted amusement, and that TV sets therefore were subject to the state amusement tax.

The Costa Bill, which would eliminate amusement licenses for taprooms with television sets, was reported out of committee in the House of Representatives of the Pennsylvania State Legislature early this month. Representative Frank A. Costa, co-chairman of the Philadelphia Republican House delegation, is sponsor of the bill.

Philadelphia licensees having television units are required to pay a $120 annual amusement permit fee to the State Liquor Control Board. The state, however, has suspended imposition of the tax for the time being, pending an appeal by tavern owners to the Dauphin County Court in connection with other aspects of the state amusement tax law.

Passage of the bill approved by the Philadelphia Council's finance committee would have no effect on the imposition of the state tax.

KSFO
Presents
REPRESENTED BY THE
BOLLING COMPANY
KPIX
1st in San Francisco
TELEVISION
CHANNEL
5



AT&T, NETWORKS

Begin Channels Talks

NEGOTIATIONS among the four television networks for allocations of time on AT&T television network facilities after May 1, the date that additional channels will become available between East and Midwest, were begun last week in New York.

Although all parties were officially mum as to the progress of the discussions, it was learned that the scramble for allocations of the expanded AT&T facilities was almost as intense as that which preceded the opening last January of the single East-Midwest channel which now exists.

After May 1, AT&T has promised to make available one full-time west-bound circuit, two other evening west-bound circuits and one evening east-bound channel. The rapid increase in television programming since inauguration of the single East-Midwest channel has more than overcome the advantages of the promised expansion of AT&T circuits, it was reported.

ABC, CBS, DuMont and NBC were said to all be pressing for added time on the AT&T system, and after three days of conference last week the four networks were understood to have reached no agreement.

The period for which AT&T hopes to establish allocations is May 1-August 1. The network use of all AT&T television facilities is involved.

It is the policy of AT&T to establish allocations by means of negotiations among the users, rather than to assign time arbitrarily.

To date, the networks have managed to compromise among themselves, although none has professed complete satisfaction.

With all four networks hopeful of maintaining reasonably full program schedules, and with fewer circuits than networks, the negotiations under way last week promised to continue for weeks before full compromise could be achieved.

Early in the allocations conferences which preceded the opening of the first East-Midwest channel last January, WGN-TV Chicago and WPIX (TV) New York sought some use of the circuit on the grounds that they intended to start a two-station program exchange system. Both dropped out, however, before the final plan was evolved.

In negotiations last week the WGN-TV and WPIX two-station "network" did not participate, although it was said that an observer from WGN-TV was present.

NEW TV REVENUE from Pattern Time!

***with the* GRAY**

TELOP

(TV Optical Slide Projector)

Dual projection capable of any desired optical dissolve with exact density control

For advertising, photos, titles, programs, glass slides, transparencies or small physical objects.

The TELOP is a TELevision Optical Projector for use with TV Film Cameras. Great flexibility permits instant fading of one object to another, change by lap resolve or by superimposing with exact density control of each object for unique effects. The widest latitude is given the program director for maximum interest and added station income.

Please write for descriptive bulletin T-101

GRAY RESEARCH & DEVELOPMENT COMPANY, Inc.
16 Arbor Street, Hartford 1, Connecticut
W. E. Ditmars, President

U. S. DEPT. of Agriculture has begun weekly series of 15-minute television programs titled *Family Time* on WTTG Washington.

PHILADELPHIA

TV Group Strengthened

TELEVISION ASSN. of Philadelphia took its first step toward a more formally organized structure with the adoption of a report by the planning committee on Mar. 16 proposing the purposes, dues and structural pattern for the non-profit organization.

It was decided the purposes of the association should be to bring together representatives of selected phases of television; to facilitate the study of television and increase the appreciation and understanding of it; to aid in development of Philadelphia as a television center; to educate members and the public at large in requirements, techniques and utilization of television as an art, and as an educational, entertainment and advertising medium.

Organizational Plans

Officers of the association will comprise a president, vice president and secretary. They will serve on the board of governors with seven others elected for one-year terms. Dues were fixed at $10 per year. Nominations for office will be made at the April meeting, with elections following in June. Ten full-membership meetings will be held a year, on the first Wednesday of each month.

AM, TV AD COSTS

Same by 1951, Says Grieg

COST per thousand for AM and TV advertising in New York will be the same by January 1951, and by 1953 video will be a "far better buy," Humboldt Grieg, assistant to the director of DuMont, asserted Wednesday at the Chicago Radio Management Club.

Mr. Grieg displayed a chart showing the projected decline of radio listening and increase in televiewing from 1948 to 1953 for the New York area, which has a 50-mile TV radius. "We know already that when a video receiver is installed, the AM home becomes a TV home," he said. Referring to his projection for 1951, Mr. Grieg pointed out that the facts alone do not take into account the added impact of television.

Urging his listeners to start using TV in the daytime, the DuMont executive outlined why his firm programs full-day schedules on WABD New York—(1) Facilities are wasted if used nights only; (2) "It is in the public interest"; (3) Now is a "good time to start because daytime programming is inevitable" and (4) The costs of operating only three or four hours each evening are much higher in consideration of the rapid obsolescense of TV equipment.

Informal approach is utilized by WABD because of the day hours and predominantly female audience, he explained.

WTVJ STARTS

Miami Video Station CBS Affiliate

WTVJ (TV) Miami, licensed to Southern Radio and Television Equipment Co., got under way last Monday (March 21) on Channel 4 (66-72 mc). Ultra-modern studios and offices are at 17 N. W. Third St., Miami, and the transmitter is atop Miami's Everglades Hotel.

Controlling interest in the station is held by Sidney Meyer and Mitchell Wolfson, co-owners of the Wometco theatre interests. Robert G. Venn, WTVJ general manager, who formerly held same post at WGBS Miami, is the only other stockholder.

Clyde Lucas, former "name" band leader and ex-Hollywood musical director, is program director. Other staffers include: Earl W. Lewis, chief engineer; Jack Shay, technical director; Max J. Weisfeldt, sales manager; Matty Matthews, sports director; Miss Lee Waller, office manager, and Dave Johnson, Labe Mell, Dave Gordon and Carl Delay, engineers.

CBS headquarters in New York announced that WTVJ has become the 32d affiliate of Columbia's television network. Station has purchased a specially-built truck for filming news and special events.

WTVJ has been on the air since mid-February with test patterns.

BON MARCHE

Buys KRSC-TV Sportscasts

SIGNING of contract to telecast all home games of the Seattle Rainiers, professional baseball team, was announced March 20 by KRSC-TV Seattle. The series will be sponsored by The Bon Marche department store, Seattle affiliate of Allied Stores Inc.

While station officials declined to release cost of the package, unofficial reports indicate the venture is the largest single radio or television budget in Seattle's history. Fifty-seven games will be telecast, starting April 13.

Commercials, with a direct item-selling pitch, will be telecast live from booth at the ball park. Emphasis in the copy will be on Westinghouse products.

PHONEVISION

Commercial Tests Planned

ZENITH is organizing the first public commercial tests of Phonevision for presentation this year, Commdr. E. F. McDonald, Jr., president of the firm, said Tuesday at a distributors' meeting at the Edgewater Beach Hotel in Chicago.

Outlining plans to install additional systems throughout the country, Commdr. McDonald introduced a new motion picture, "Zenith Presents Phonevision," which explained the firm's method of getting viewers to pay for first-run motion pictures too costly for regular TV sponsorship. The four-day session, called for distributors from 76 areas, featured discussion of new technical developments and future merchandising plans.

COLONELS' VIDEO

Oertel to Sponsor Games

OERTEL BREWING Co., Louisville, will sponsor home games of the Louisville Colonels during the 1949 baseball season over WAVE-TV Louisville, Ed Doherty, president of the Louisville Baseball Club, has announced. Sixty-one home games have been scheduled for telecasting.

A new press box with 21 front-row seats is being constructed at Louisville's Parkway Field, Mr. Doherty said. Radio and television facilities will be housed in the former press box section, with video cameras located behind first base and the catcher's box to provide coverage of each play.

CRACKERS' GAMES

TV Rights Go to WSB-TV

TELEVISION rights for the entire home schedule of the Atlanta Crackers, Southern Assn. baseball club, have been purchased by WSB-TV Atlanta, J. Leonard Reinsch, managing director of the Cox radio and television enterprises, announced last week.

Prediction that television will do for the games "what radio did—create more fans," was made by Earl Mann, president of the Crackers. Thad Horton, WSB-TV sports director, will handle the play-by-play announcing.

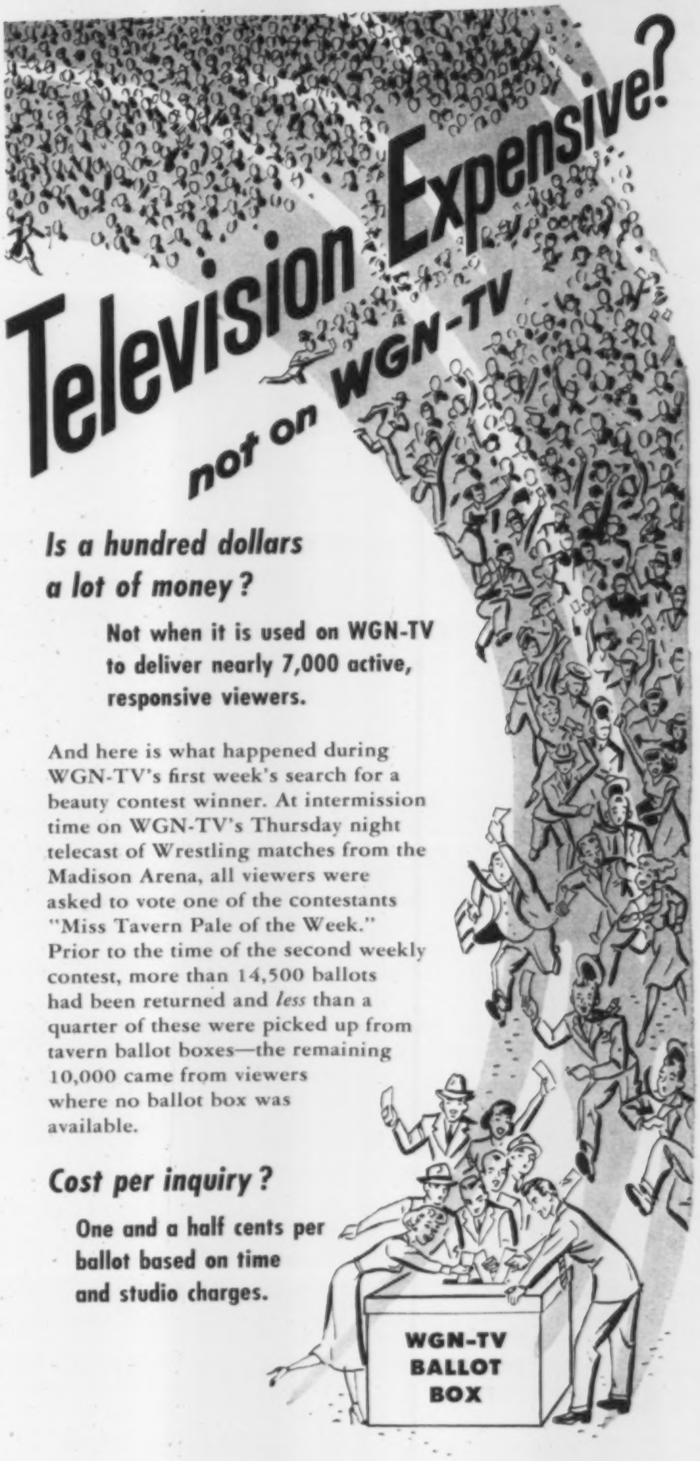
A. SCHOFIELD

Appointed to DuMont Post

ARTHUR C. SCHOFIELD, formerly in charge of radio and television at the Joseph Lowenthal Advertising Agency, Philadelphia, has been appointed manager of the DuMont Television Network advertising and sales promotion department. Appointment, effective immediately, was announced last Monday by Mortimer W. Loewi, network director. Mr. Schofield replaces Wade Thompson, who is resigning April 15 to devote his time to rewriting *Once by the Pacific*, shortly to be published by Scribner's Inc.

Mr. Schofield

Previously, Mr. Schofield was advertising and sales manager of KYW Philadelphia and WFIL Philadelphia.



Is a hundred dollars a lot of money?

Not when it is used on WGN-TV to deliver nearly 7,000 active, responsive viewers.

And here is what happened during WGN-TV's first week's search for a beauty contest winner. At intermission time on WGN-TV's Thursday night telecast of Wrestling matches from the Madison Arena, all viewers were asked to vote one of the contestants "Miss Tavern Pale of the Week." Prior to the time of the second weekly contest, more than 14,500 ballots had been returned and *less* than a quarter of these were picked up from tavern ballot boxes—the remaining 10,000 came from viewers where no ballot box was available.

Cost per inquiry?

One and a half cents per ballot based on time and studio charges.

DUMONT WGN-TV CBS

CHANNEL 9 · CHICAGO

Telestatus

Agriculture Planning

(Report 52)

By KENNETH M. GAPEN

ASSISTANT DIRECTOR OF INFORMATION FOR RADIO AND TELEVISION, U. S. DEPARTMENT OF AGRICULTURE

THE IDEA of using television has been around the U. S. Dept. of Agriculture for a long time. Some of our people prepared and appeared on programs before and during the war, back in the days when most folks thought television was a gadget or fad. Then, when the "big push" began a year or so ago, our people really began to get excited.

This accelerated interest in television developed in two directions. First, but not foremost, for use of "live" programs, both network and local, and second, use of "packaged" material which can right now render a national television service.

To accomplish this end, almost a year ago, the USDA began a formal study of television and its effective use with a project authorized under the Research and Marketing Act.

Effective Programs Aim

We are concerned with finding ways of presenting effective and attractive live programs within cost limitations; with producing more and cheaper motion pictures; with obtaining all the necessary "clearances" for our movie library; with learning how to adapt our vast amount of visual material, to make it fit television's peculiar requirements.

Finally we are concerned with measuring the impact of the new medium's message, so that we may know how best to utilize the wallop we are sure it carries.

One of USDA's standards information tools is the "slidefilm," or, some people call them "filmstrips." These little strips of 35mm film have served a wonderful purpose through the years. We think they have a wonderful future in television—not in their present form, but with only minor changes.

We have tested the idea in several locations, and have yet to find a major objection to televising slidefilms. And yet, to my knowledge, few of the television stations have reported using them. Let's consider the apparent advantages they offer over other methods of "packaging" and distributing program materials other than motion pictures, from a central source.

First, the initial cost of making up a slidefilm is lower, on the average, than is the cost of making up an equal number of slides, or even still photographs. No binders are required. Shipping and handling are cheaper and easier.

Further, it guarantees proper order and placement of the pictures to the television director at the station. Even the movement from picture to picture is smoother, with less effort required, and less likelihood of "jamming." The accompanying script, keyed to movement of the film, requires no tie-up of studio equipment, and only one person as "talent."

For short presentations, no longer than five minutes, it seems to us that the slidefilm offers great opportunity for our agencies to use television nationally *right now.* We are developing a "television version" of the slidefilm, which we will be ready to talk about before long.

We hope centering attention on this device will alert other potential users to the possibilities it offers, and that they will join us in overcoming any delays in allowing television the full benefits of its advantages. It's only one example of the type of work we're doing here at USDA, but it serves to illustrate the type of activity.

While I've reported in terms of "the working stages," so to speak, telecasters will find the Dept. of Agriculture and its many offices a fertile source of aid in solving knotty day-to-day program problems. This aid will come in the form of tips on good local stories and usable subject matter, for the work of the Department is in terms of *people's* needs. It will come in the form of *people*, "talent," if you will. Some of the most expert demonstrators in the nation today will be found in the offices of county and home demonstration agents and at the land grant colleges.

And, finally, aid will come in the form of pictures and other visual materials, which you may find useful in programs entirely aside from agricultural subjects. Literally, thousands of photographs, slides and negatives are filed in hundreds of offices all over the country.

I urge you to use them, and the many other aids as well. Have some one from your staff get acquainted with what is available to you, and I venture to say you'll be amazed at the opportunities you've probably been overlooking. If you have an AM adjunct and a radio farm director, he can probably tell you all about it right now.

Employes of the USDA live and work in almost every county of the U. S., and in all its territories. These people are experts in their fields. Utilizing each new information tool, they were among the earliest users of radio, and it has served them well. But radio couldn't do a *complete* job, because it couldn't *demonstrate.* And demonstration is the backbone of our informational and educational activity.

They recognized television's potential power as a demonstration medium, and they have called upon us to show them how to use it.

Their first use of the new medium will be for reaching *consumers,* as such although they eagerly await the time for utilizing television in their rural work too.

Much of our work is with or of concern to consumers. That means we can't wait for some one to show us how to make use of television. We mean to learn to use it well—to present programs which will be assets on the schedule of any television station or network.

Relationships built up during a quarter-century of successful cooperation with management of networks and stations, with farm and home specialists on their staffs and at land grant colleges, are proving to be a fertile ground for solving some of our television problems.

UNDER the capable direction of Mr. Gapen, the Dept. of Agriculture last year quietly began an objective analysis of video. Mr. Gapen herewith combines findings and some pertinent observations with respect to the relation between telecasters, county agents and land grant colleges, and to some extent, radio farm directors. Mr. Gapen has been in charge of the Department's Radio Service since 1946, and last November was appointed to the radio committee of the American Assn. of Agricultural College Editors.

VIDEO VOLUME

Great Economy Force, West Tells AMA

MORE THAN a billion dollars worth of business activity should result this year from the impact of television, John K. West, vice president in charge of RCA Victor public relations, March 17 told the American Management Assn. television session in New York.

Outlining industry's potential in actual production expenditures, Mr. West emphasized it was video's ability as a selling force that would make the greatest contribution to our economy. Mr. West pointed out that advertisers using video had increased 2,500% in less than two years. He estimated $25 million would be spent on the medium this year. "It is by no means fantastic to assume," he declared, "that within the next few years television will rival the mail order catalog in selling products by phone or mail."

Outlining the percentages of television homes in major cities, Mr. West predicted that more than 12% of the homes in video service areas all over the country would be so equipped. New York now has 14% of its homes equipped with television, with more than 21½% expected to have video by next January.

Mr. West outlined the following five ways in which management should harness television to its marketing programs:

(1) Explore television as an advertising medium and search products or services for effective ways of presenting them on television.

(2) Employ television for practical institutional advertising, showing the birth of a product from raw material to final incorporation of quality features.

(3) Be alert to applications of television's new directions to business. Examples of new directions are wired television for plants (safety, visual intercommunication, etc.) Ultrafax and hospital television.

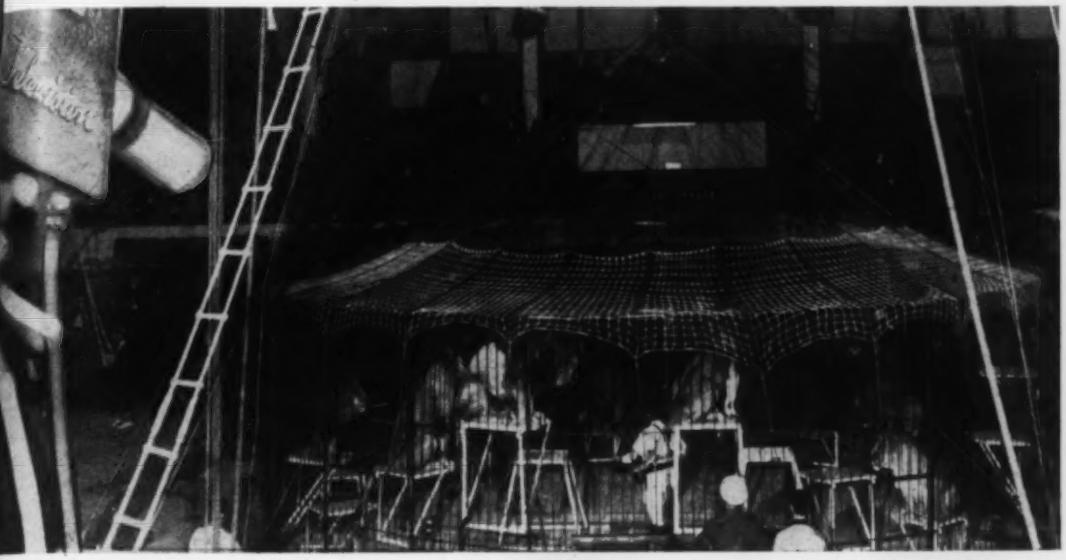
(4) Plan to cooperate with department stores using intra-store television when this becomes an established service.

(5) Weigh the promotional possibilities of television as an industrial attraction at state fairs, in trade shows and conventions, and also the prestige from promoting commercial broadcasts to dealers.

Visual Power

POWER of television to demonstrate its own wares was shown on WICU (TV) Erie, Pa., in a sellout performance. Shea's Appliance Store ordered a daily 75-word spot announcement, with the camera focused on one of 18 receivers available at Shea's. After the second spot, aired the following night, Mr. Shea walked out of the studio with the TV set under his arm, apologizing: "I sold every one today and a customer is waiting for this one."

see? *Thousands did . . . on WSB-TV*



Lions were in your lap as WSB-TV's remote equipment went under the big top to handle this difficult circus assignment. Strong on stuff with kid appeal, WSB-TV has the big Atlanta juvenile audience tied-up tight, 6 to 10 deep around every set.

"People on Peachtree"—with Lee Jordan, Bill Packham, participant.

Round-up with Dixie's top sports staff. Ed Danforth and his Atlanta Journal writers report in from the ball camps.

Atlanta's Promenade Club, authentic exponents of Southern folk dancing, visit "At Home With Elsbeth."

Three times daily, most complete and showman-like news telecast in the South. Uses film services, local and Wirephoto pix. Is backed by entire news resources of WSB and Atlanta Journal. Incidentally, there's news for sale!

The Atlanta area doesn't buy much corn

FOLKS SAY that we're to blame. Maybe so. The fact is, Georgia audiences do have a tremendous appetite for *good programming*. They've been accustomed to it since 27 years ago when WSB pioneered radio down South; now enjoy the same brand bill o'fare on WSB-TV, which was first with television in Dixie.

Those privileged to view video in other cities tell us the WSB-TV operation is outstanding by comparison. Response to advertisers' offers speaks much the same for the Atlanta television market. It's growing—*fast!* Ask any Petry man to tell you more about it.

wsb-tv

ON PEACHTREE STREET

WSB, AM AND FM, AND WSB-TV ARE AFFILIATES OF THE ATLANTA JOURNAL, ATLANTA, GEORGIA

RESPONSIBILITY IS HERE IN TV FILMS

. . . at Video Varieties it's Undivided from script to finished print

THE most needed element in television film production is the responsibility of the producer.

That's why Video Varieties puts such emphasis on responsibility. We have made sure that there is adequate experience, enough trained manpower, sufficient capital, and the modern facilities necessary to provide undivided responsibility for every detail of any film you may require, from script to finished print.

That's why we have directors, script writers, set-designers and constructors, cameramen, sound and studio technicians, and editors on our own payroll.

That's why we own and operate 17-year-old West Coast Sound Studios with its experienced manpower and complete facilities.

From this background, we solicit your inquiry regarding any film production you may have in mind. Our executive and sales offices are at 41 East 50th St., and our studios at 510 West 57th St., New York. Please phone MUrray Hill 8-1162, write, wire or call in person.

RESPONSIBILITY MEANS BETTER FILMS

On Estimates and Schedules . . . . √√

On Script and Casting . . . . . . √√

On Set Design and Construction . . √√

On Direction and Supervision . . . √√

On Editing and Print Delivery . . . √√

√√ **DOUBLE CHECKS RESPONSIBILITY**

VIDEO VARIETIES CORPORATION

41 EAST 50th STREET, NEW YORK 22, N. Y.

SYMBOL OF
VV
RESPONSIBILITY